

# Neighborhood Centers

Grants Pass, Oregon

Public Meeting #2

February 9, 2012



**CRANDALL ARAMBULA**

DKS Associates/Urban Advisors/Vigil Agrimis

Funded by a TGM Grant from the State of Oregon

# **Representative Oregon Projects**

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- **Astoria – Port of Astoria Master Plan**
- **Ontario – Downtown Revitalization Strategy**
- **Roseburg – Downtown Revitalization Strategy**
- **Milwaukie – Downtown Master Plan**
- **Portland – Harbor/Naito Development Study**
- **La Grande – South Central Neighborhood Plan**
- **Ashland – Croman Mill Development Strategy**
- **Salem – State Fairgrounds Master Plan**
- **Albany – Downtown Master Plan**
- **Florence – Downtown Revitalization Strategy**
- **Dalles – Union Street Underpass**
- **Lake Oswego – Foothills Master Plan**
- **Medford – Middleford Commons Development Plan**



# Other Representative Projects

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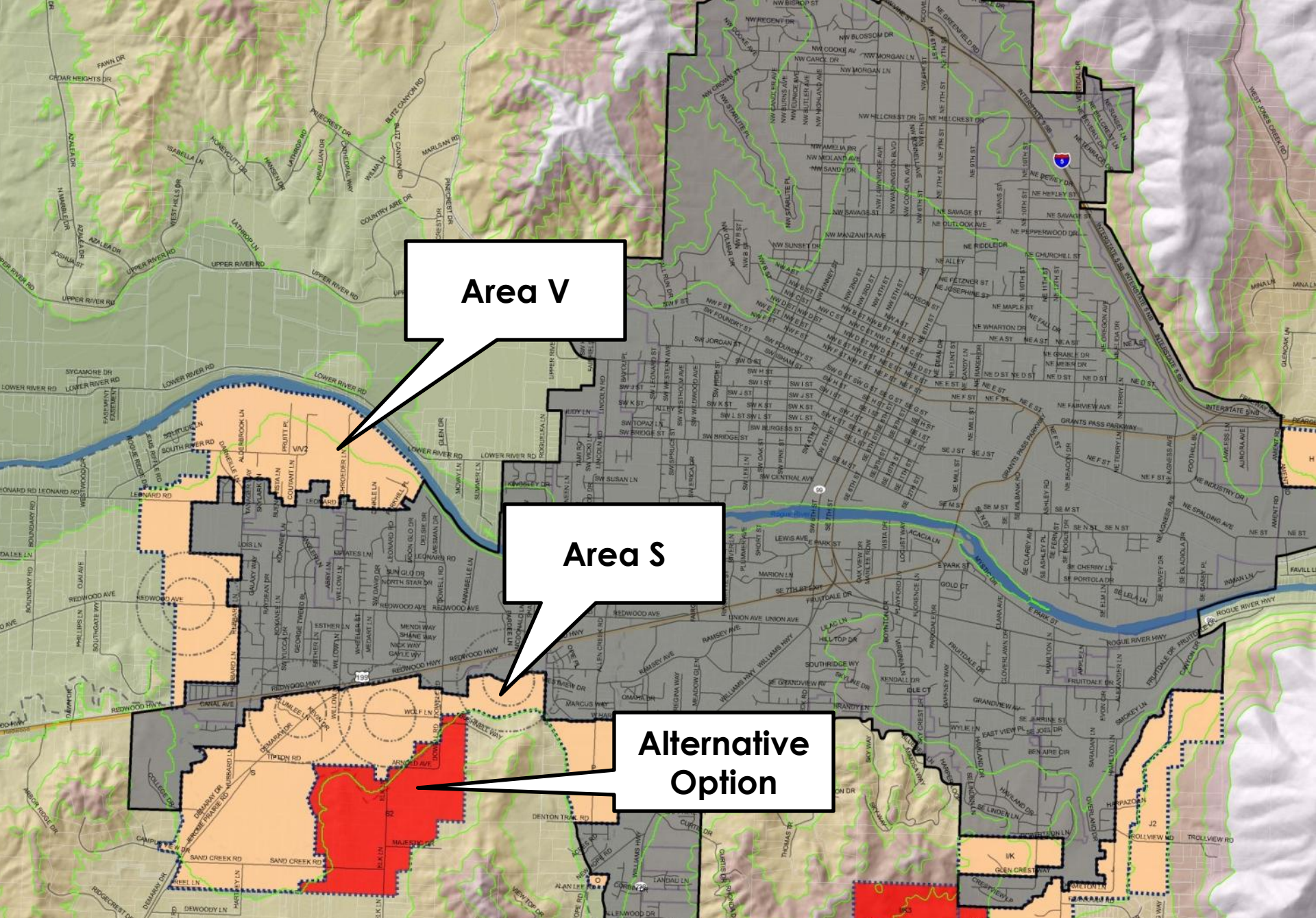
## Downtown and Neighborhood Center Plans

- Fairbanks, AK
- Oak Park, IL
- Whitefish , MT
- Missoula, MT
- Casper, WY
- Lincoln, NE
- Santa Fe, NM
- Knoxville, TN
- Racine, WI
- Woodinville, WA
- Vancouver, WA
- Bellevue, WA
- Redmond, WA

# **Project Purpose**

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**Develop specific land use, and transportation plans and implementation measures for **two neighborhood centers** within the Urban Growth Boundary (UGB) expansion area that provide livability choices for housing, transportation, shopping and employment while making efficient use of land and public facilities improvements**



**Area V**

**Area S**

**Alternative  
Option**

**Current UGB Expansion Areas**

# Agenda

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## Part 1 – Presentation

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- 1) Potential Grants Pass Neighborhood Centers

## Part 2 – Workshop

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- 1) Questions
- 2) Table Discussion
- 3) Fill Out Meeting Response Sheet



A scenic landscape featuring a lush green field in the foreground. In the middle ground, there is a small, rustic wooden barn with a grey roof. Behind the barn, a dense forest of green trees covers a hill. The sky above is a vibrant blue, filled with large, white, fluffy clouds. The overall scene is peaceful and rural.

# **Public Meeting #1: Goals & Guiding Principles**

# Process & Schedule





A full-page background image showing a dense canopy of trees with bright yellow autumn leaves. Some green leaves are still visible, suggesting the transition of the season. The trees are closely packed, creating a textured, layered appearance.

**The Best Neighborhood Centers**

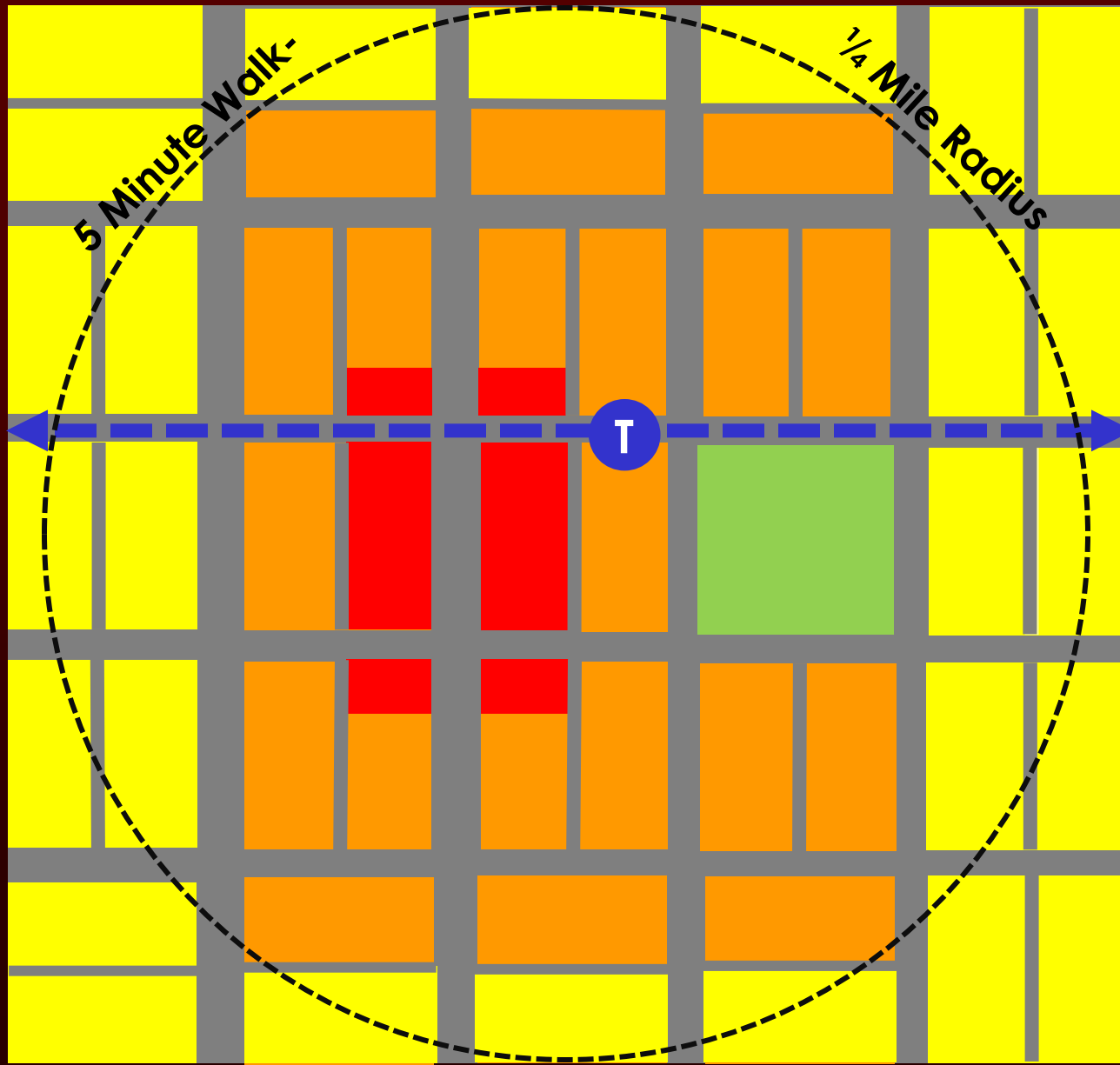
# Neighborhood Centers

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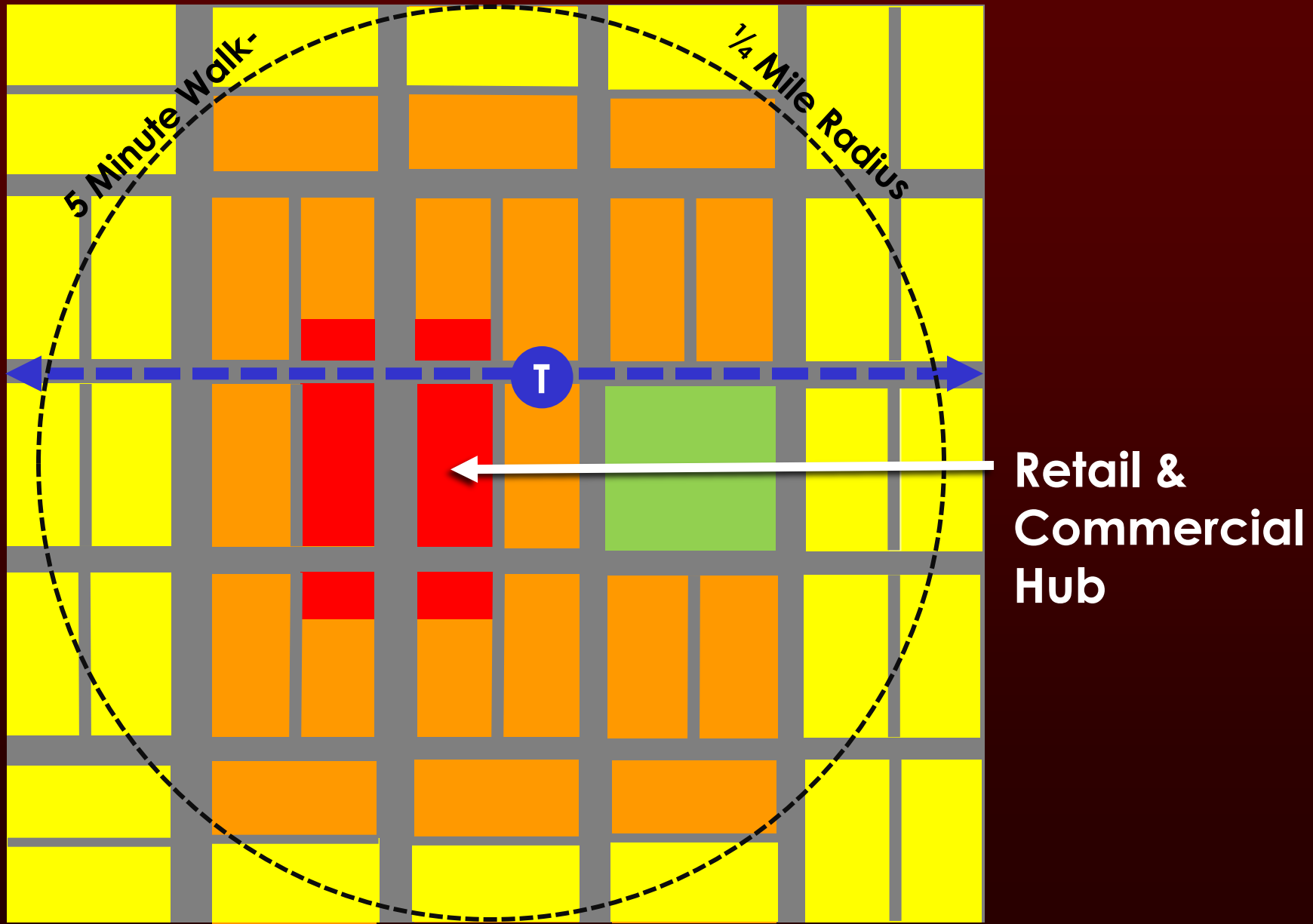
- **Have Common Elements**
- **Vary in Scale**
- **Must be Planned to Fit Unique Grants Pass Site Conditions**



# The Best Neighborhood Centers



# The Best Neighborhood Centers







Retail





**Retail**





Commercial



UPTOWN  
**BEE**

**TAILORS & CLEANERS**

BEE CLEANERS

2310

**BEE**

TAILORS & CLEANERS SINCE 1951

DOWNTOWN

UPTOWN

227-1144 221-1144

Commercial

# Retail Traffic Requirements

Condition	Traffic Volume (ADT)
▪ Too Little Drive-by	Less than 5,000
▪ <b>Ideal Drive-by</b>	<b>5,000 to 15,000</b>
▪ Too Much Drive-By	More than 15,000



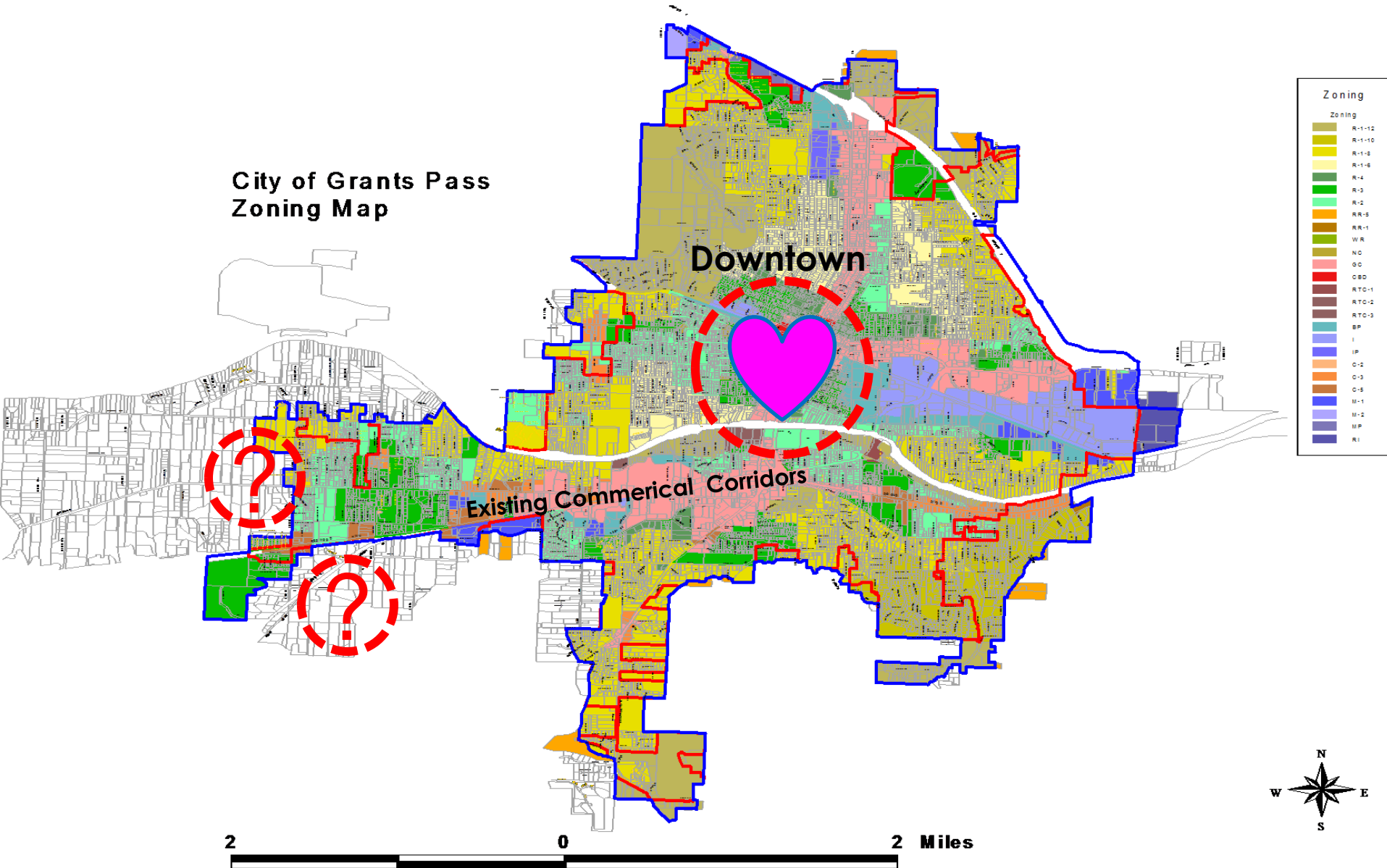
**1,000 Average  
Daily Trips**

**Main Street**

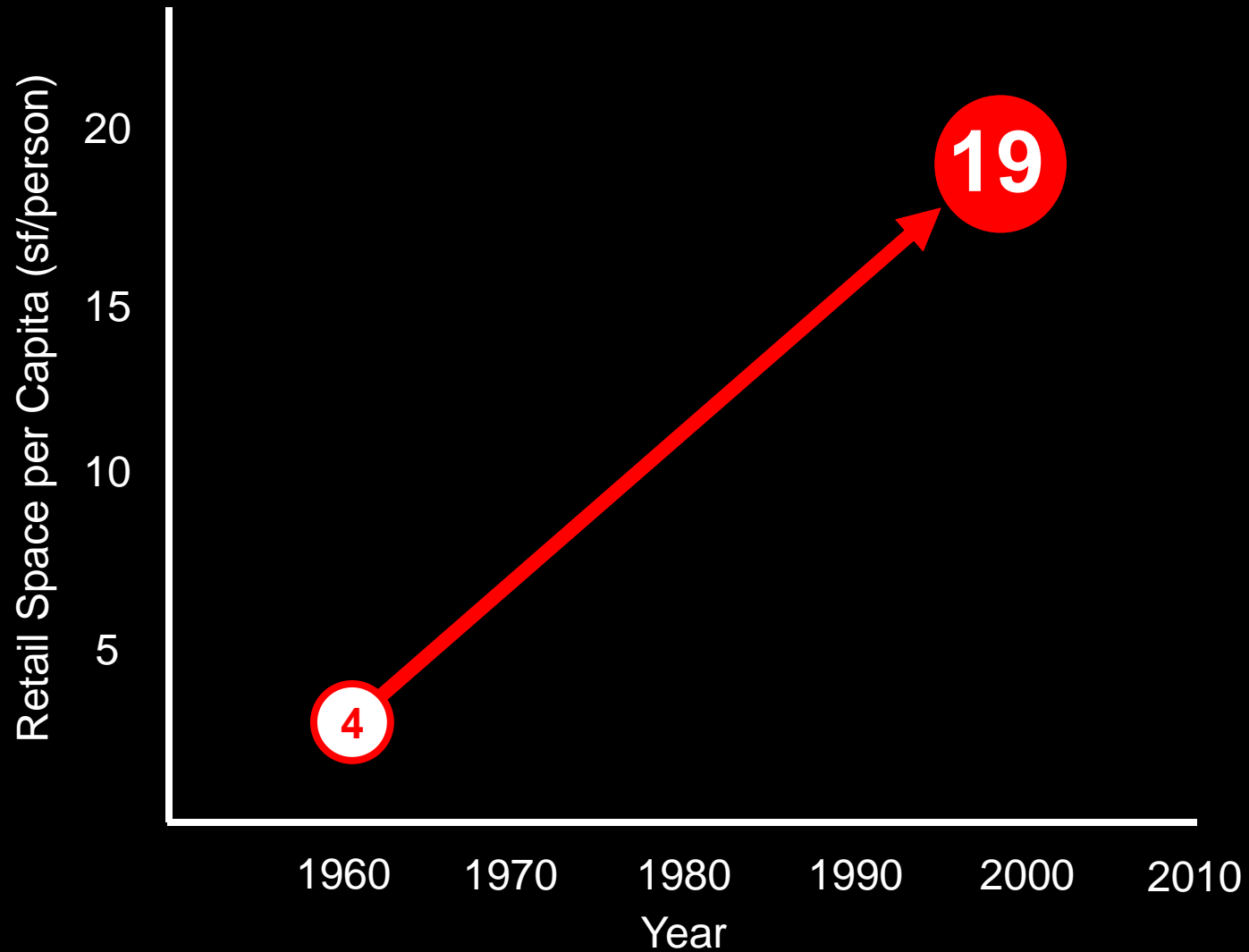
**Teufel Village, Wilsonville, OR**



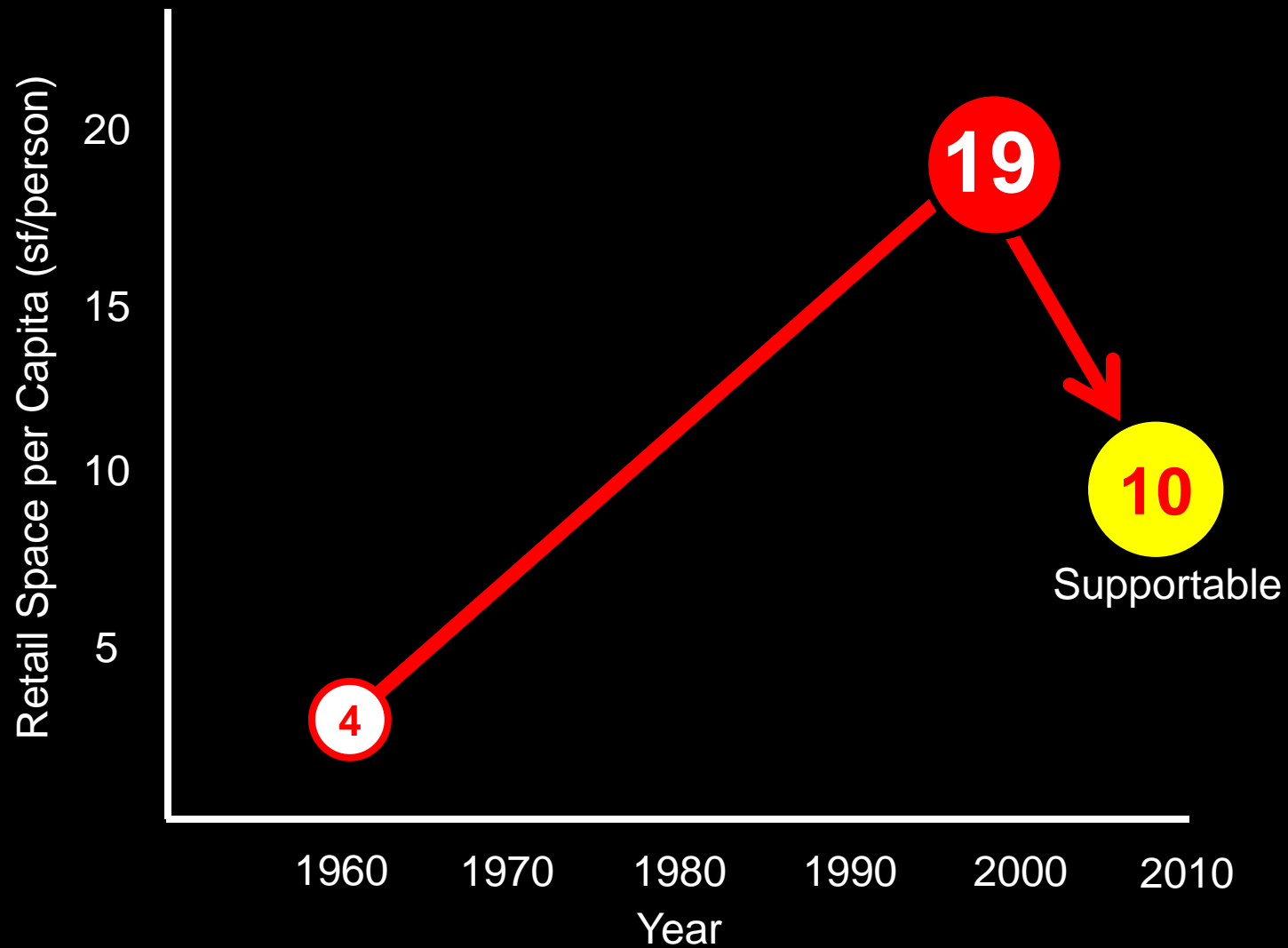
# City of Grants Pass Zoning Map



## Retail Centers



**National Retail Space Growth**



**National Retail Space Growth**



Percentage of Shopping Trips  
(Nationwide)

80  
60  
40  
20

Big Box  
Centers

Malls

Internet

Lifestyle  
Centers

Downtowns

55

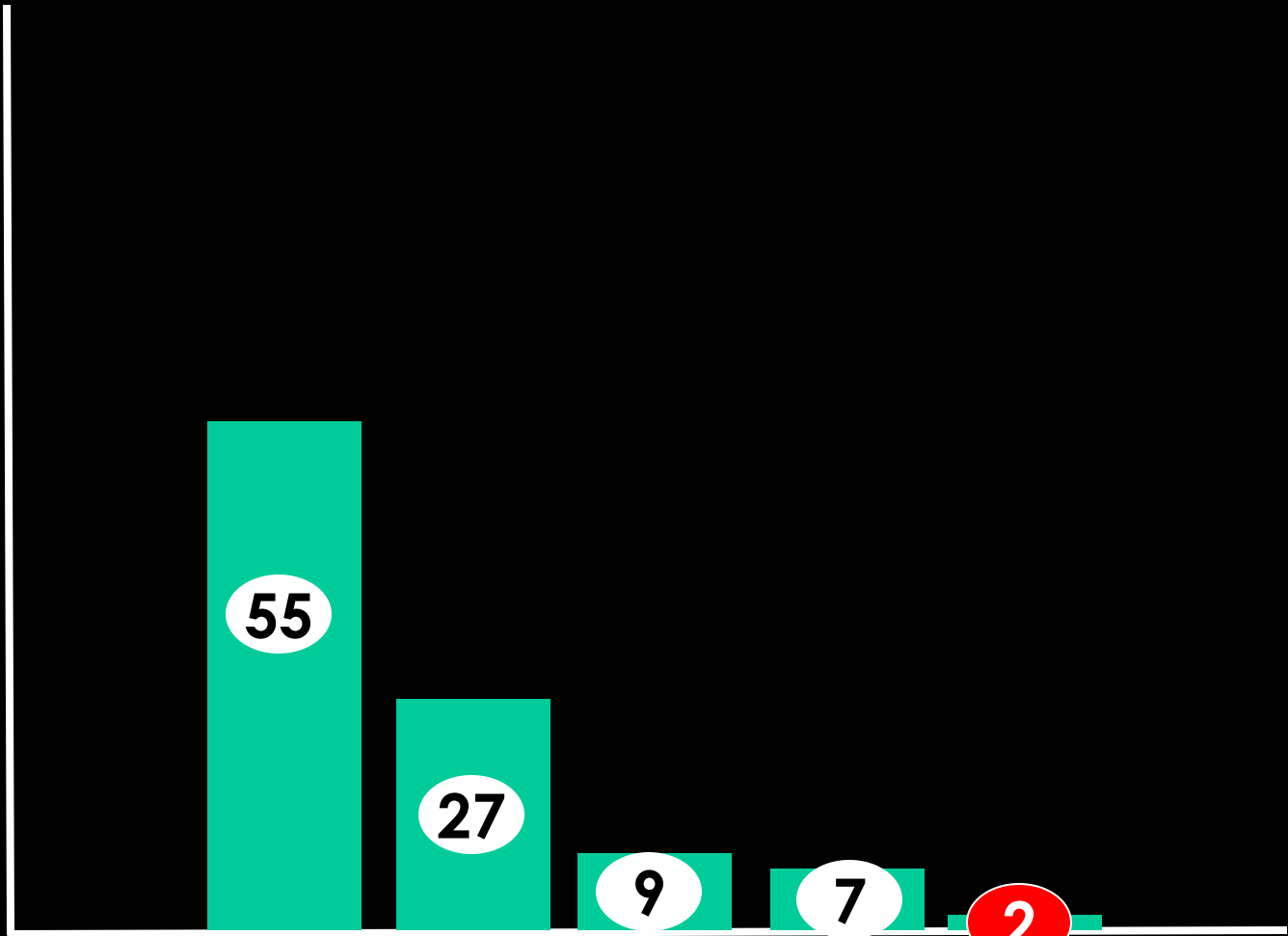
27

9

7

2

Where People Shop



Percentage of Shopping Trips  
(Nationwide)

80  
60  
40  
20

Big Box  
Centers

Malls

Internet

Lifestyle  
Centers

Downtowns

Neighborhood  
Centers

55

27

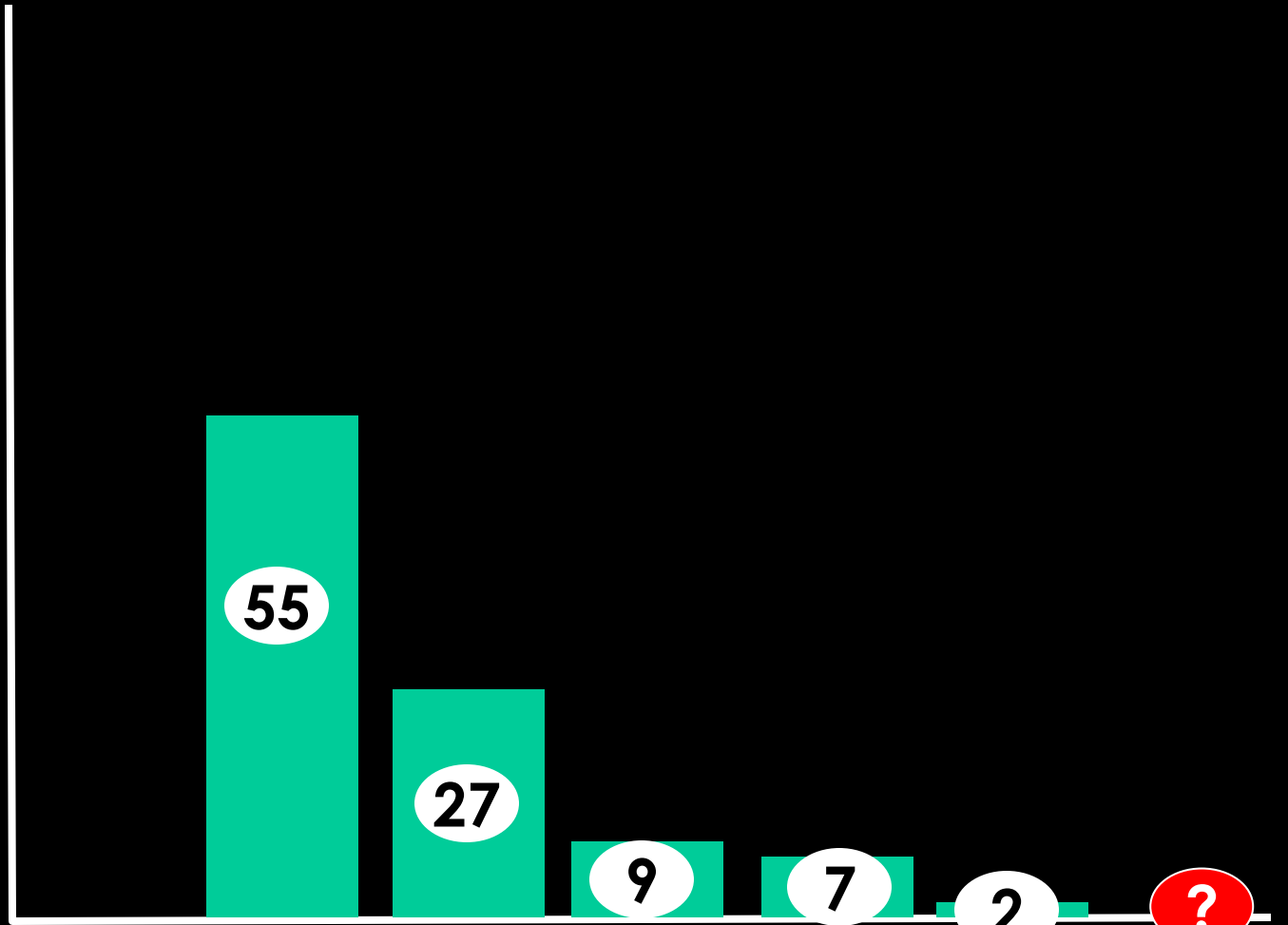
9

7

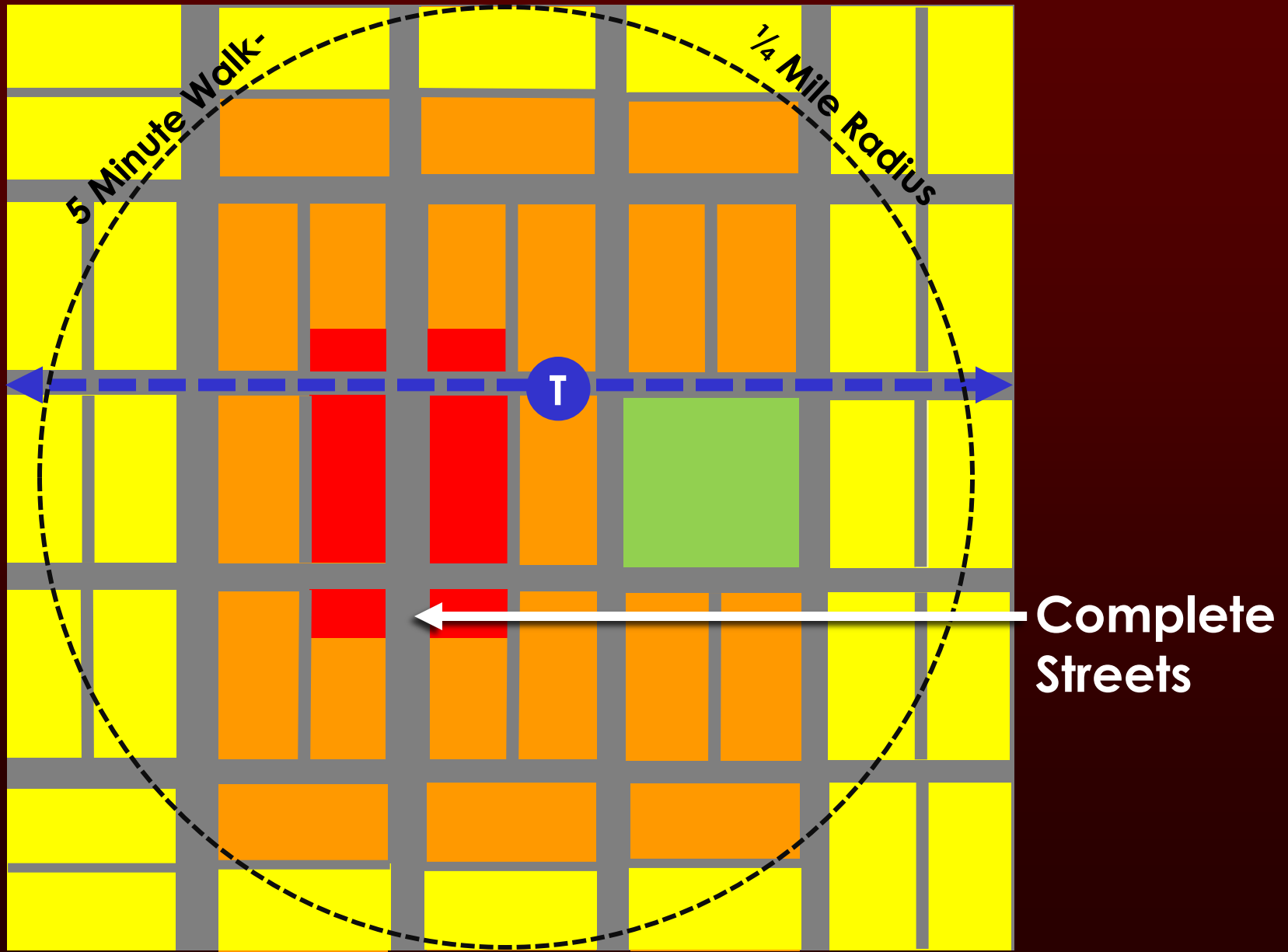
2

?

Where People Shop



# The Best Neighborhood Centers





# Complete Streets = Complete Centers



# Incomplete Streets = Incomplete Centers







**Pedestrians**



**Autos**



**Bicycles**



**Transit**



# Street Design Priorities

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## Engineered Method

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- 1) Cars & Trucks
- 2) Transit
- 3) Pedestrians
- 4) Bicycles

# Street Design Priorities

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## Engineered Method

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- 1) Cars & Trucks
- 2) Transit
- 3) Pedestrians
- 4) Bicycles

## Complete Street Method

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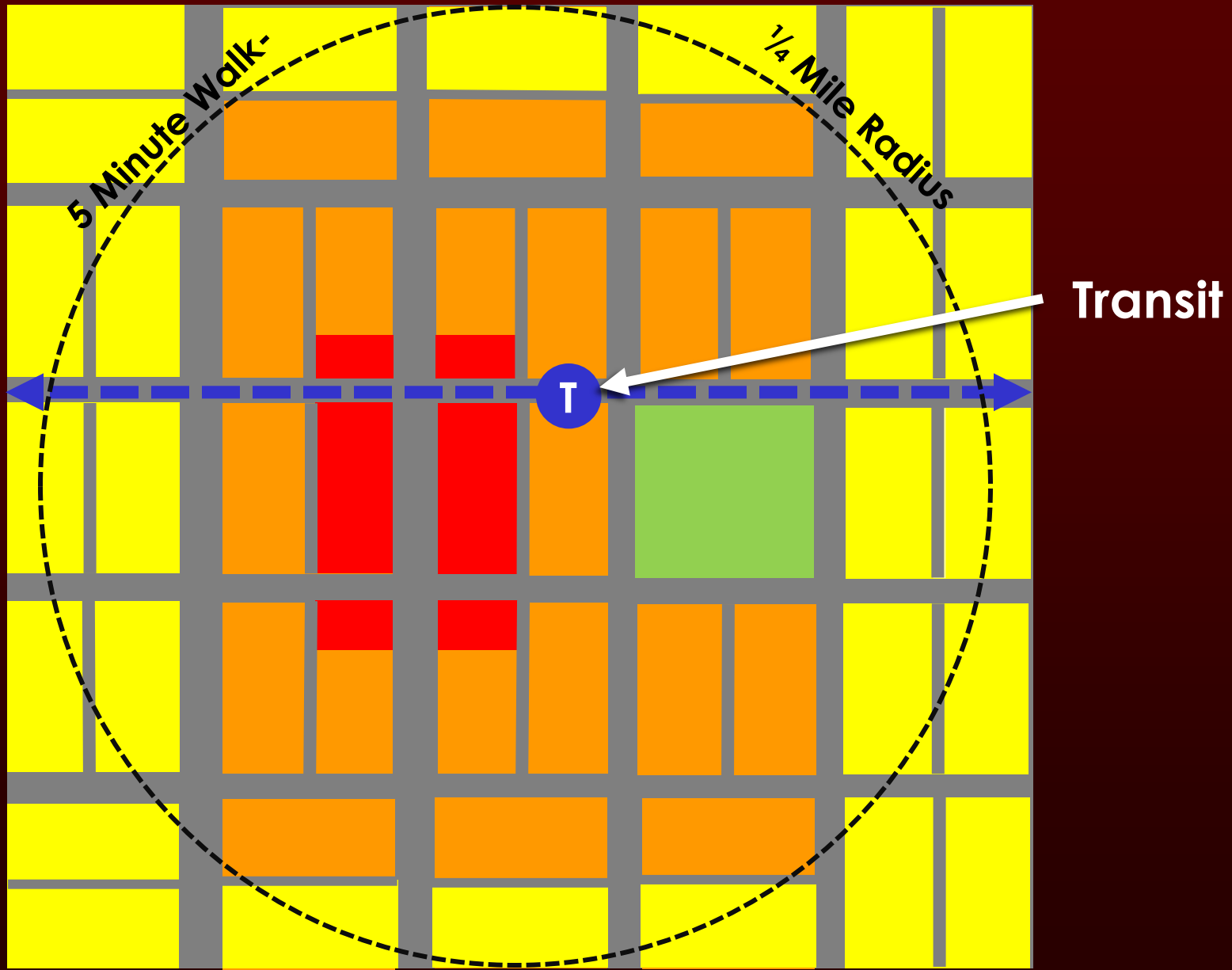
- 1) Pedestrians
- 2) Bicycles
- 3) Transit
- 4) Cars & Trucks



**Complete Streets- designed for the most vulnerable**



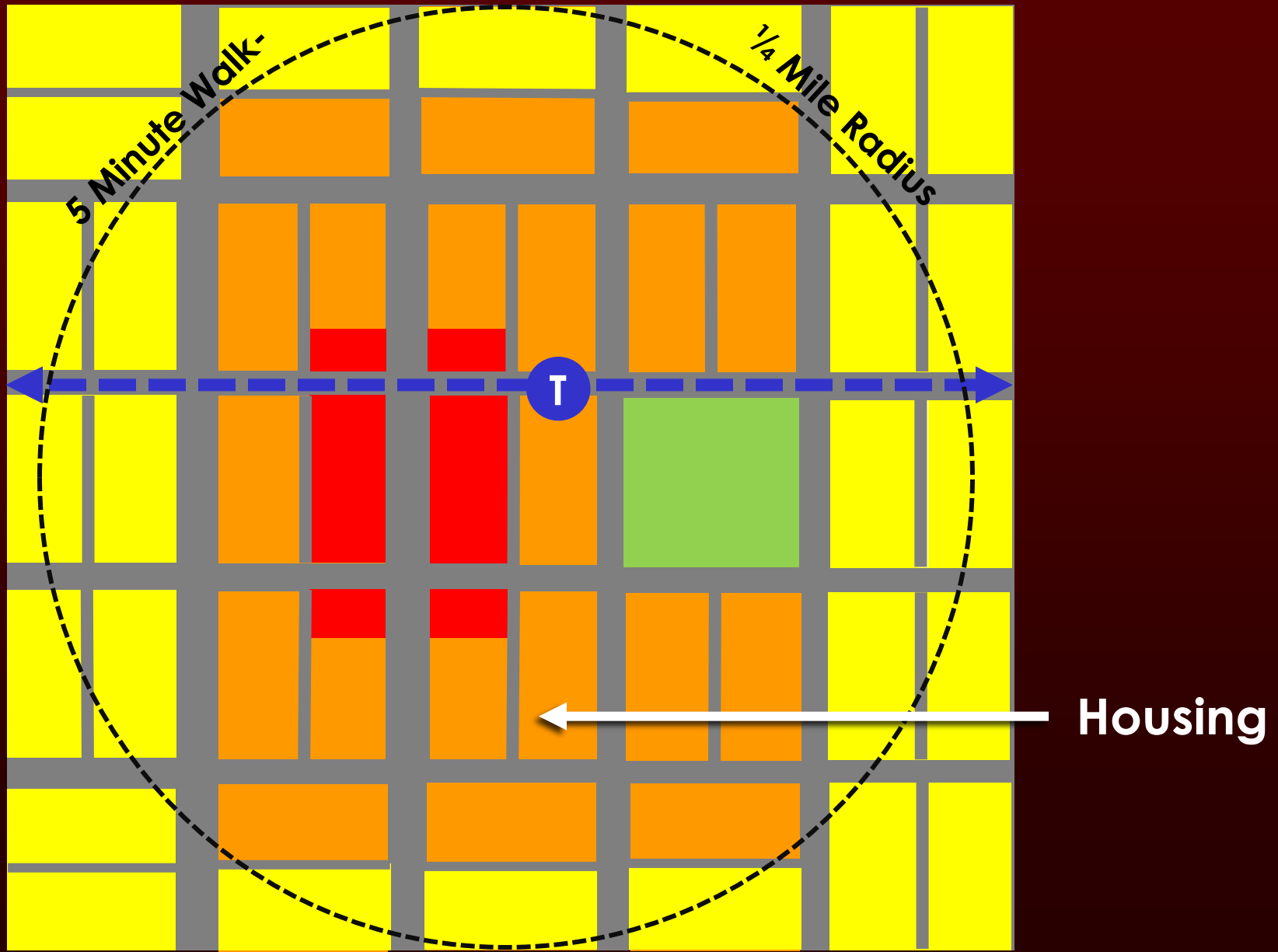
# The Best Neighborhood Centers



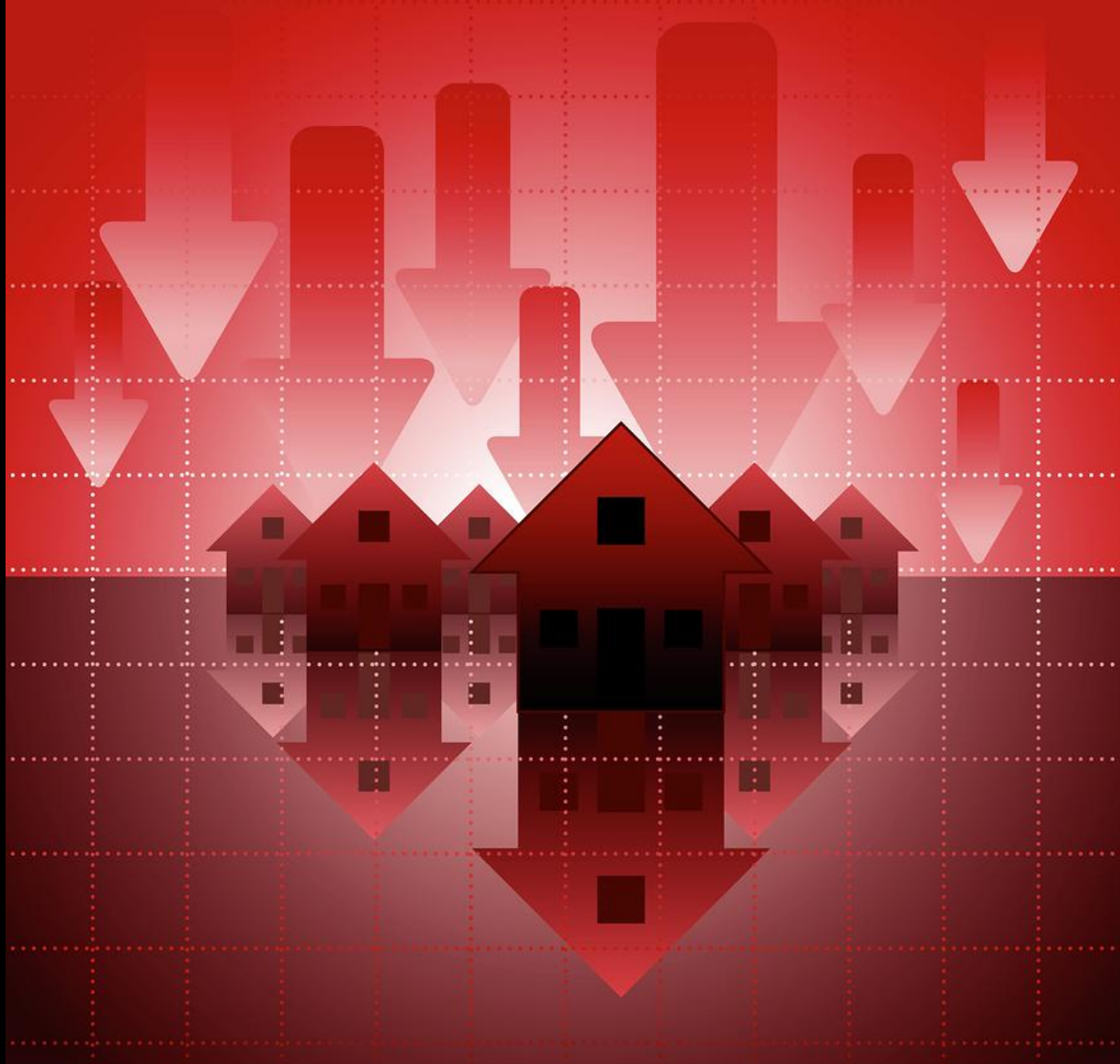


**Bus**

# The Best Neighborhood Centers







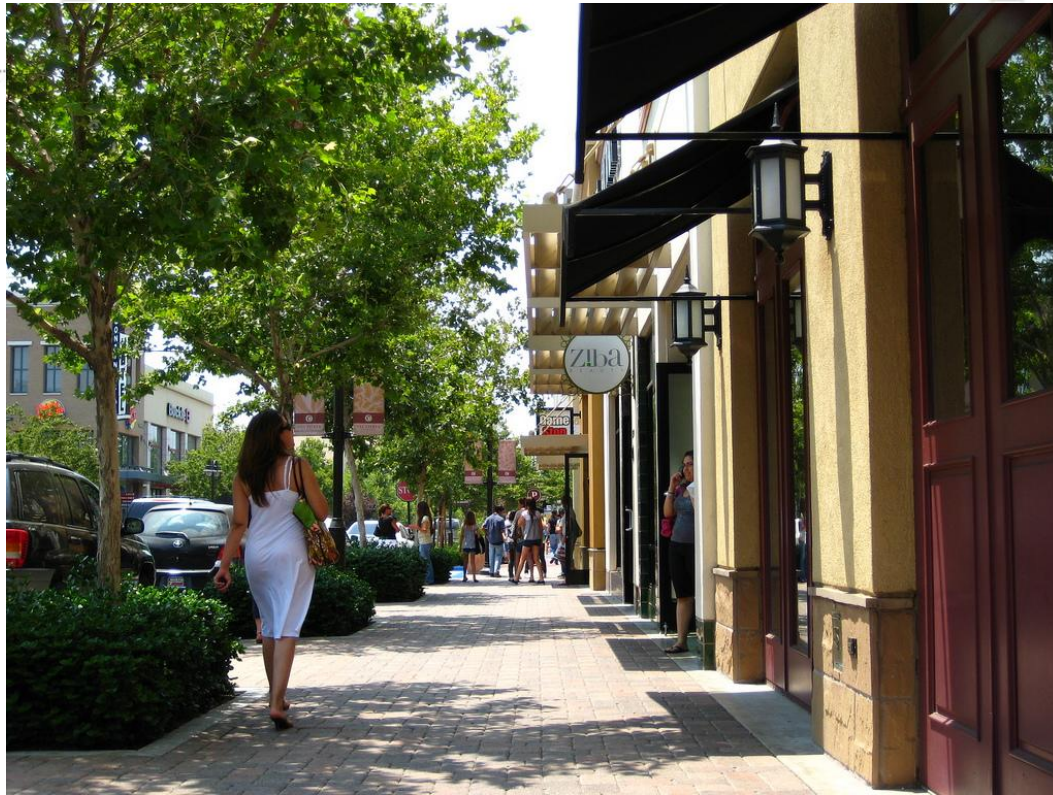
**Housing Crisis**



Housing Crisis



# Most Americans Want a Walkable Neighborhood, Not a Big House



The symbol of American success often involves having the biggest house possible, but our outsized fantasies seem to be shifting. According to a new survey, more than three quarters of us consider having sidewalks and places to take a walk one of our top priorities when deciding where to live. Six in 10 people also said they would sacrifice a bigger house to live in a neighborhood that featured a mix of houses, stores, and businesses within an easy walk.

## Changing Housing Demand





**Great Small Lot Single Family**



**Great Townhomes**

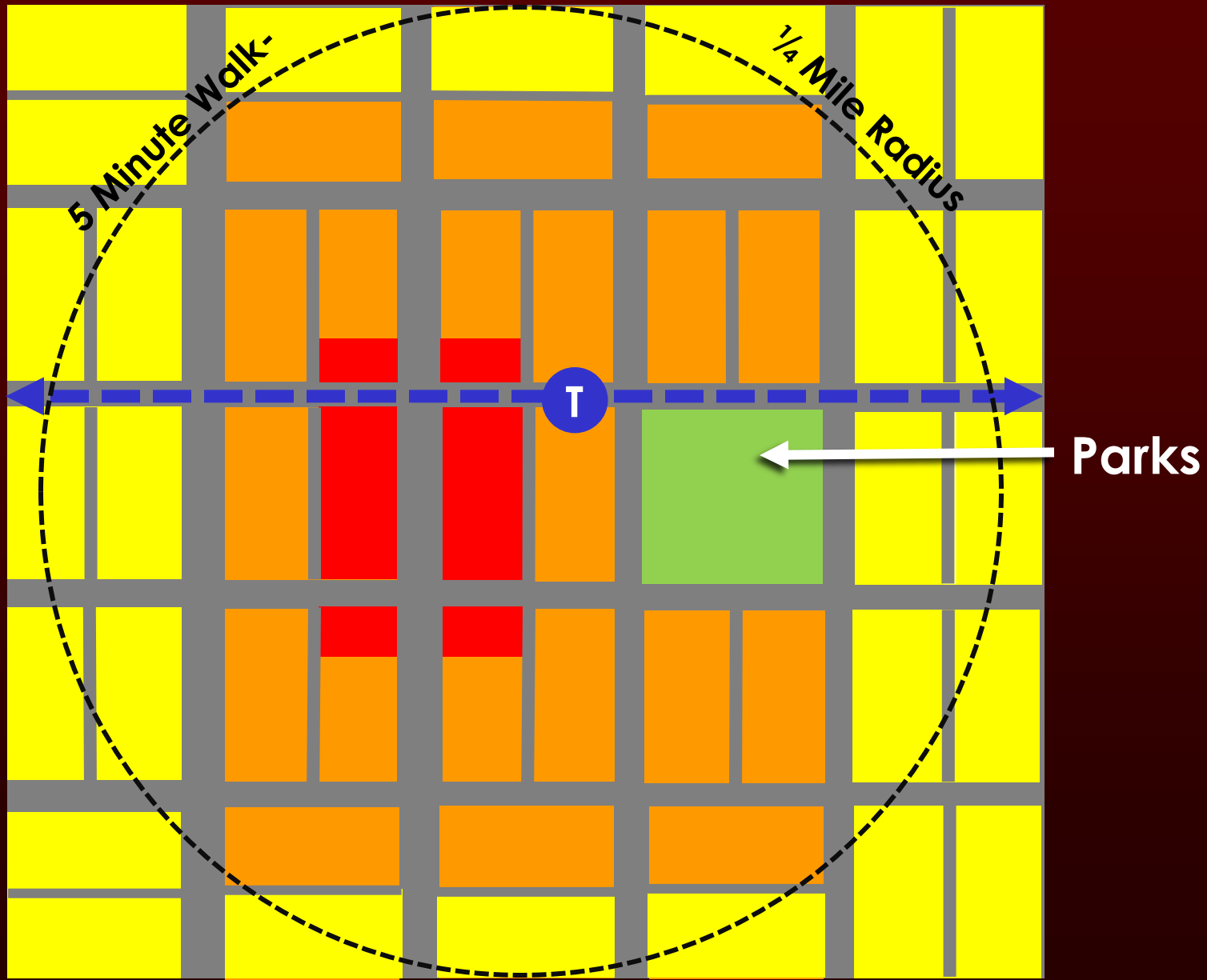




**Great Apartments**



# The Best Neighborhood Centers





**Great Parks**





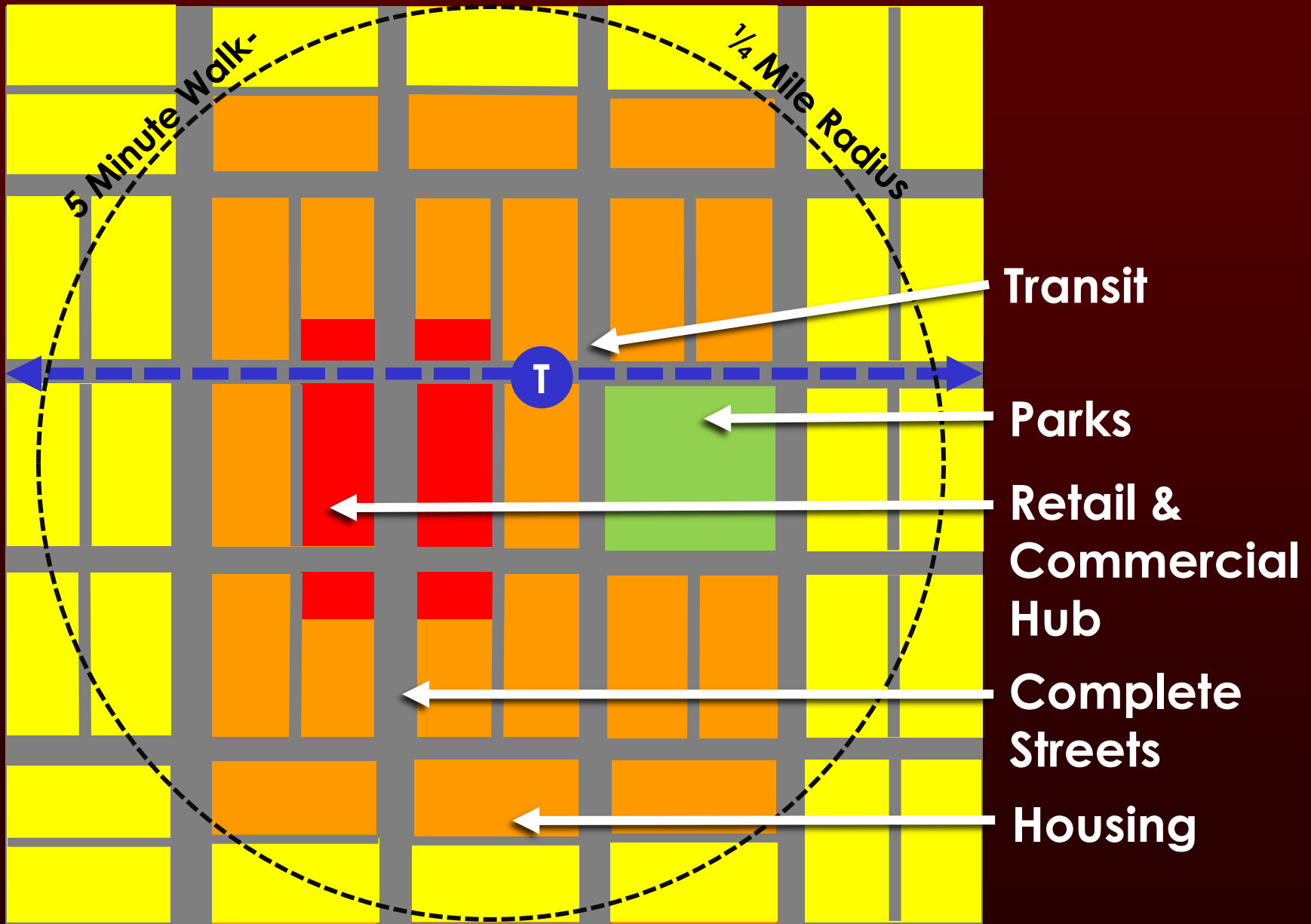
**Great Parks**





**Great Parks**

# The Best Neighborhood Centers







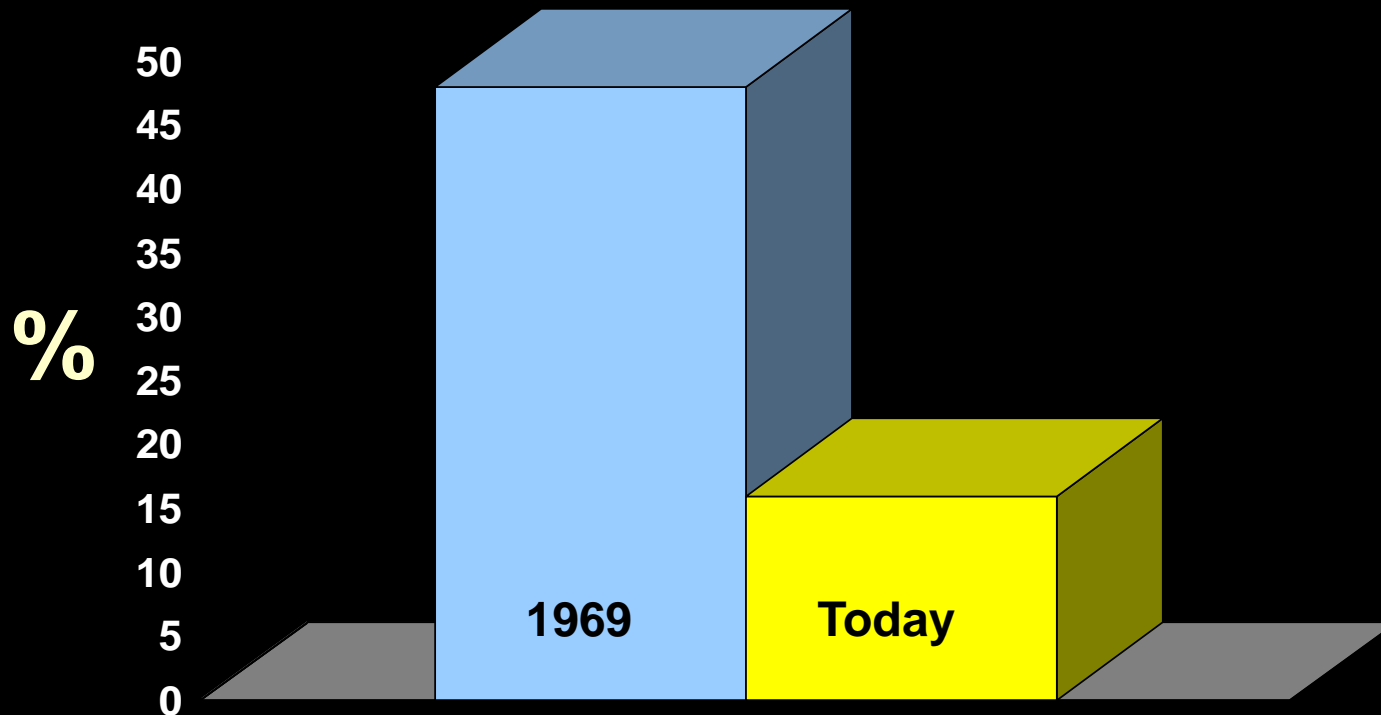
**Why Neighborhood Centers?**



# Critical Issues



# Kids Are Not Walking/Biking



Source: US Centers for Disease Control and Prevention



**No "Free Range" Kids**



**Health Issues**



January 30, 2012, 2:52 PM

# Communities Learn the Good Life Can Be a Killer



**ACTIVE ANTIDOTE** Atlanta is transforming an old rail corridor into a trail network that encourages walking and biking.

Developers in the last half-century called it progress when they built homes and shopping malls far from city centers throughout the country, sounding the death knell for many downtowns. But now an alarmed cadre of public health experts say these expanded metropolitan areas have had a far more serious impact on the people who live there by creating vehicle-dependent environments that foster obesity, poor health, social isolation, excessive stress and depression.





**Economic- Rising Energy Costs**

**Local  
Actions**

**Strict  
Conservation  
Standards**

**Neighborhood  
Centers**

**Strict  
Conservation  
Standards**

**Strict  
Conservation  
Standards**

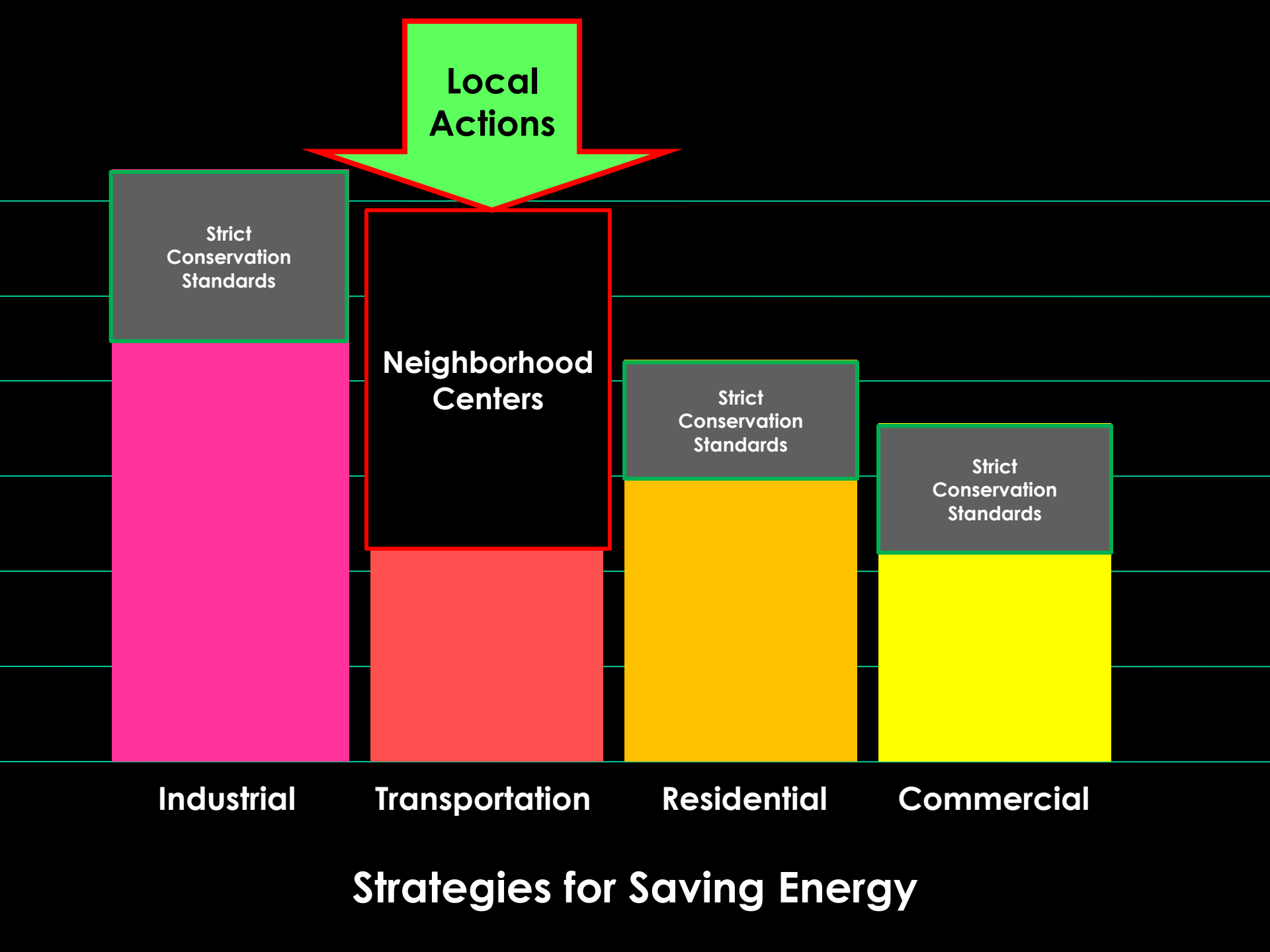
**Industrial**

**Transportation**

**Residential**

**Commercial**

**Strategies for Saving Energy**





**Local  
Actions**

Strict  
Conservation  
Standards

Nearhood  
Centers

**Fewer & Shorter Auto Trips**

Strict  
Conservation  
Standards

Industrial

Transportation

Residential

Commercial

**Strategies for Saving Energy**

# Top Auto Trips

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To/from Work

21.9%

Shopping

20.9%

Family/personal business

25.4%

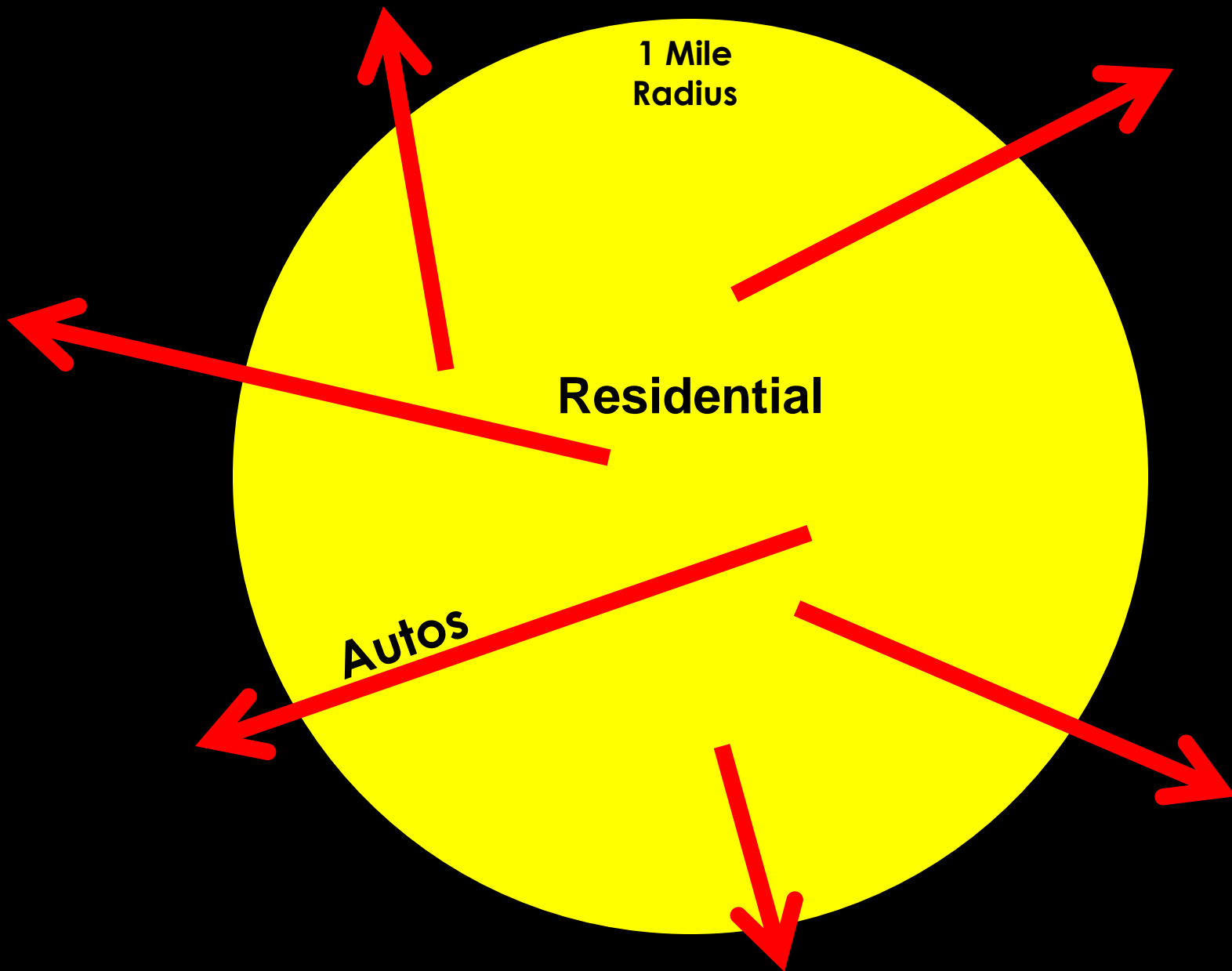
Social/recreation

13.6%

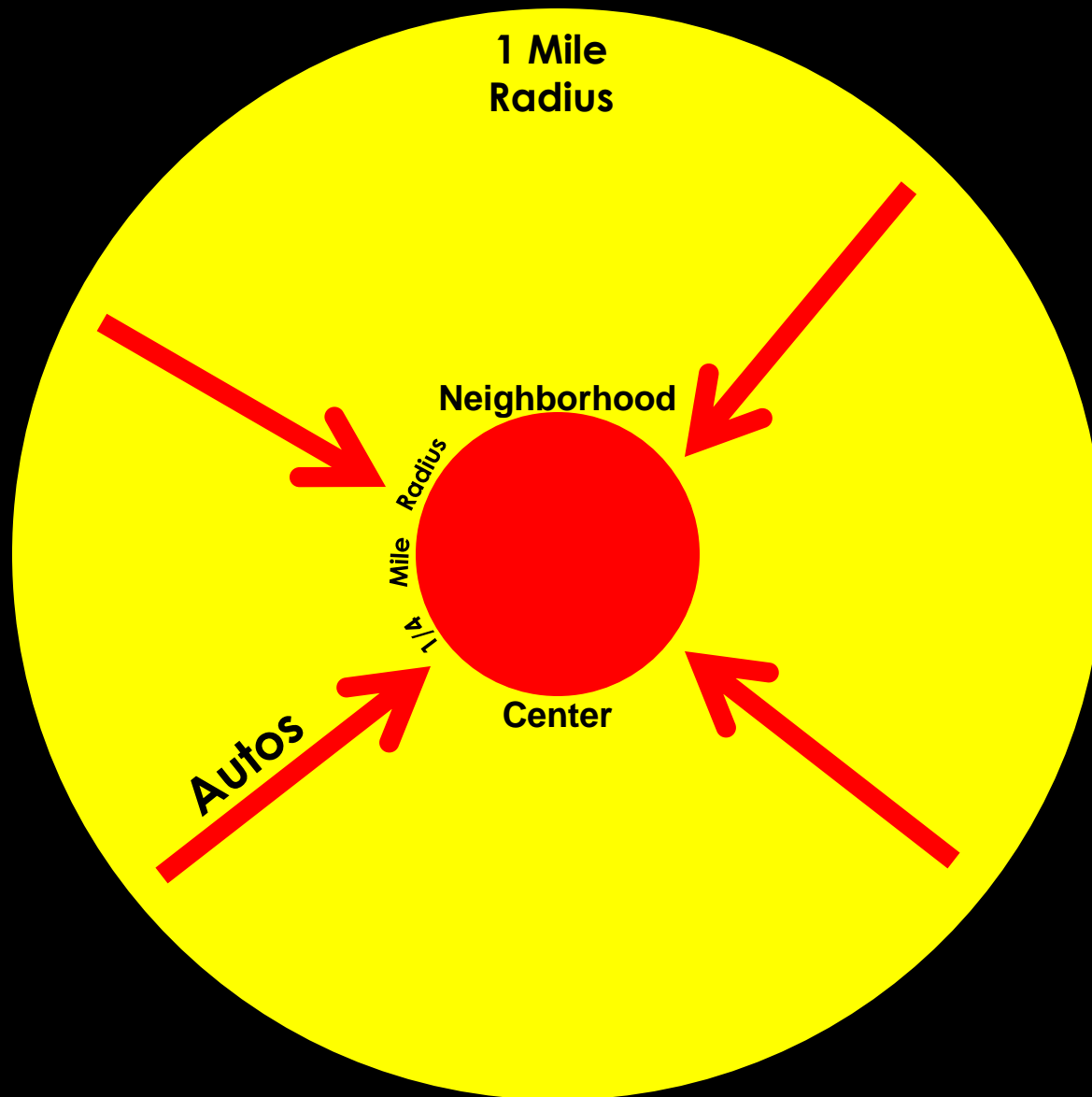
■ Vehicle Trips

Typical U.S. Household

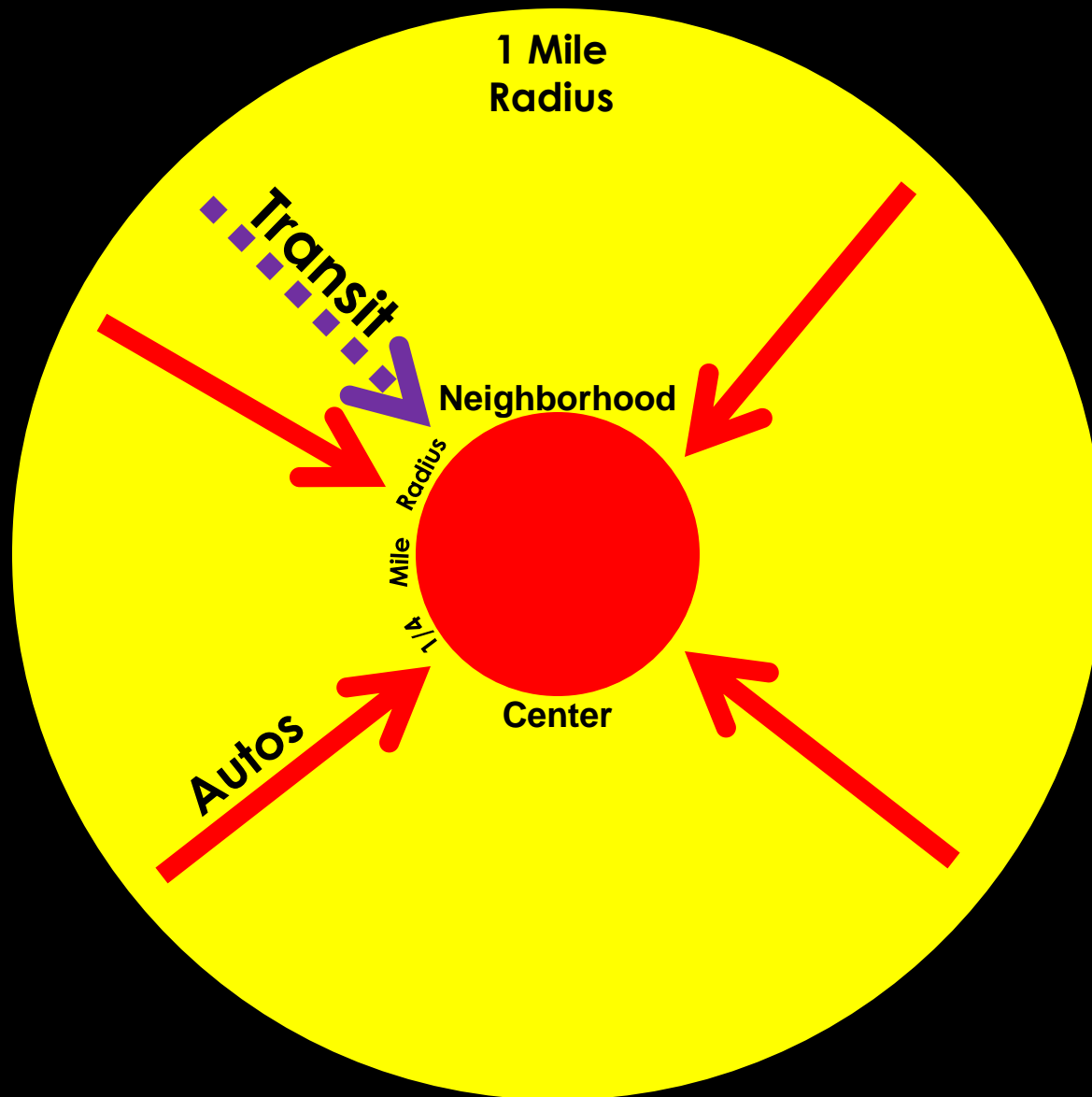




**Typical Auto-Oriented Residential District**

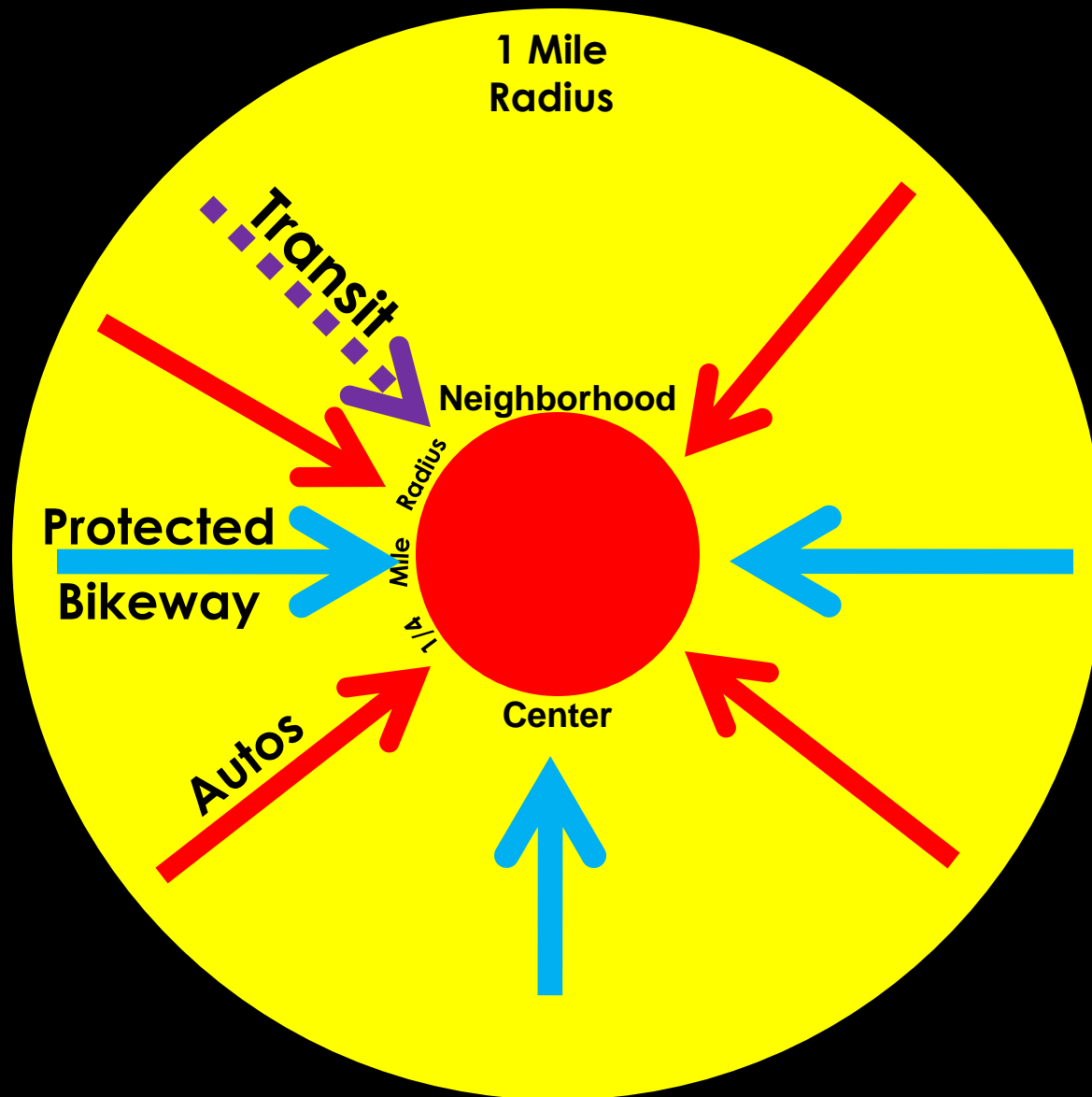


**Neighborhood Center**



**Neighborhood Center**





**Neighborhood Center**



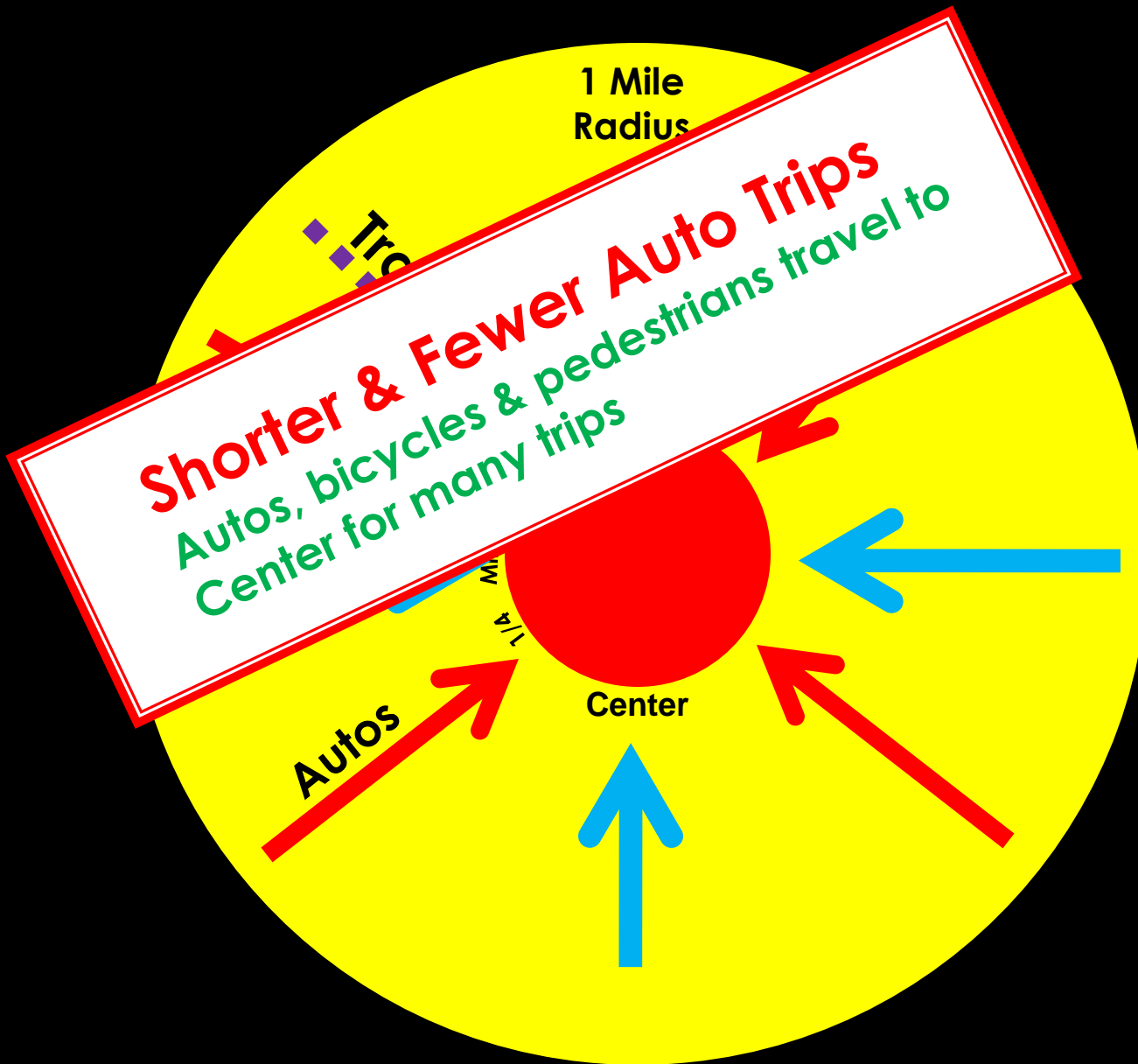
**Protected Bikeways**





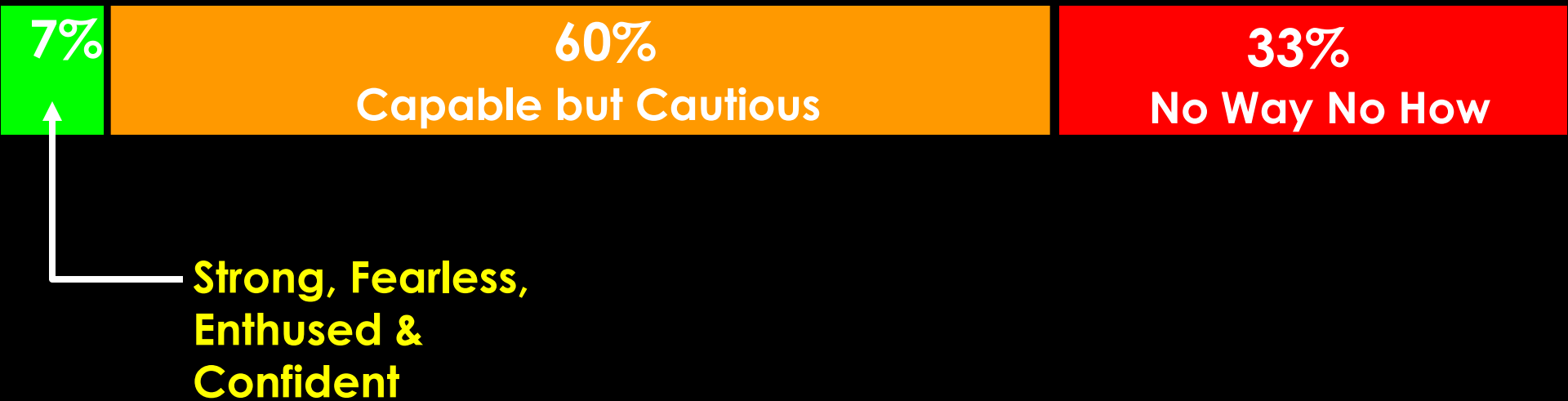
**Protected Bikeways**





Neighborhood Center

# Types of Cyclists





**Strong & Fearless Cyclists**





## Safety Issues



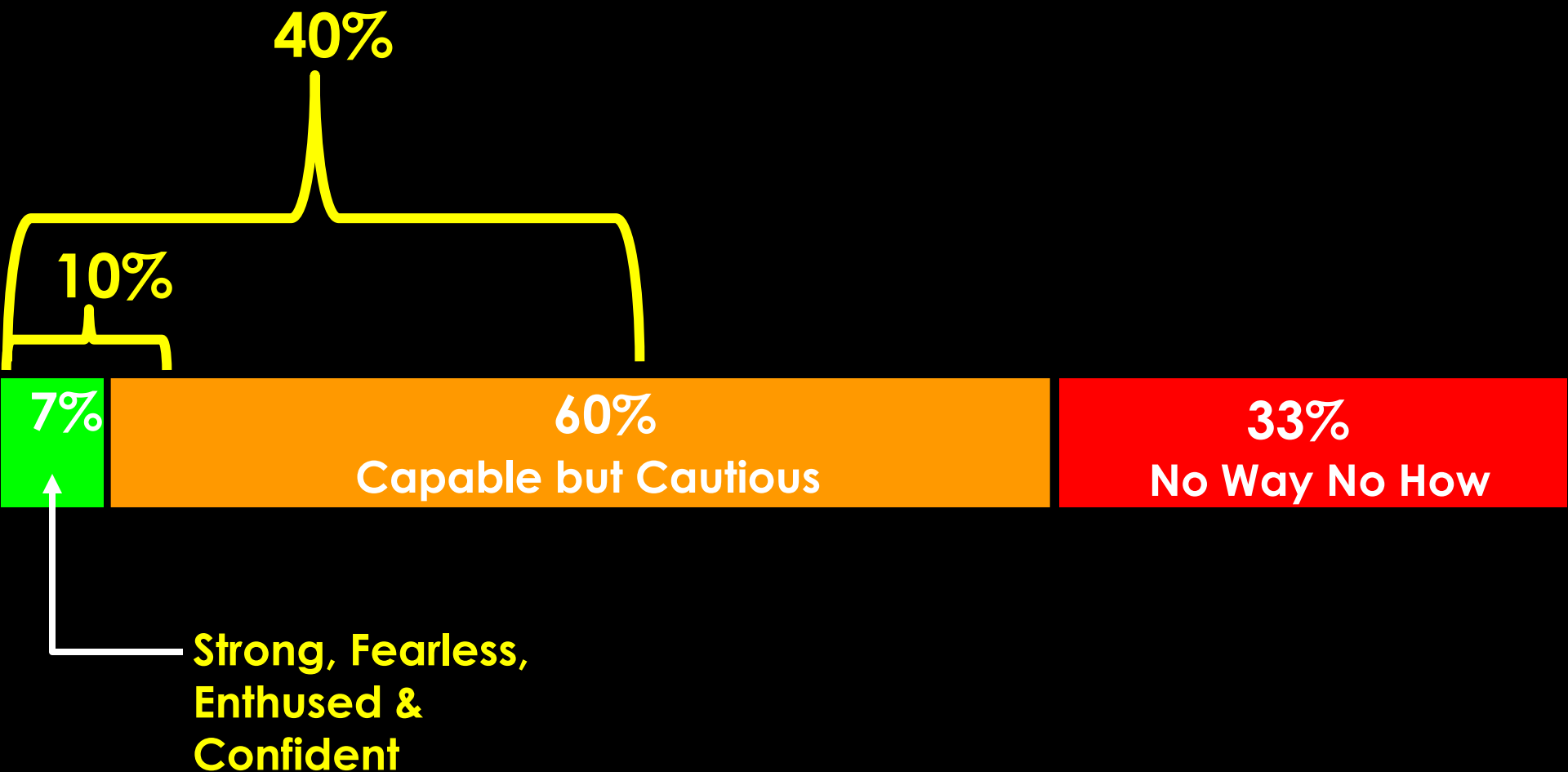


**10% Solution**  
**Safety Concerns Limit Bike Ridership**



**Safety Issues**

# Types of Cyclists







**Capable but Cautious Cyclists**



### Strong & Fearless

Will ride with auto traffic  
(will ride within on-street bike lanes  
and on bike boulevards)

### Capable but Cautious

Will **NOT** ride with auto traffic  
(will only ride on protected bikeway)

7%

60% Capable but Cautious

33% No Way No How

↑  
Strong &  
Fearless

Potential Bike Riders



### Strong & Fearless

Will ride with auto traffic  
(will ride within on-street bike lanes)  
and on bike boulevards

**40% Solution**  
Separating Cars & Bike  
Stimulates Bike Travel

7%

↑  
Strong &  
Fearless

Potential Bike Riders

33% No Way No How

















**Missoula Bicycle Centered Prototype**





**Protected Bikeways – Missoula, MT**



A photograph of a city street in Missoula, Montana. On the left, a wide sidewalk with a crosswalk has two pedestrians walking. A yellow lightning bolt points from a callout box to a protected bikeway in the center, where a cyclist is riding. To the right of the bikeway is a row of cars parked at the curb. Further right are the travel lanes with more cars. A grassy hill is in the background. Callout boxes with arrows point to various features: 'Pedestrian-friendly wide sidewalks' points to the left sidewalk, 'Protected Bikeway' points to the center bike lane, 'Curbside Parking' points to the parked cars, and 'Travel Lanes' points to the rightmost lanes.

**Pedestrian-  
friendly wide  
sidewalks**

**Protected  
Bikeway**

**Curbside  
Parking**

**Travel  
Lanes**

**Protected Bikeways – Missoula, MT**





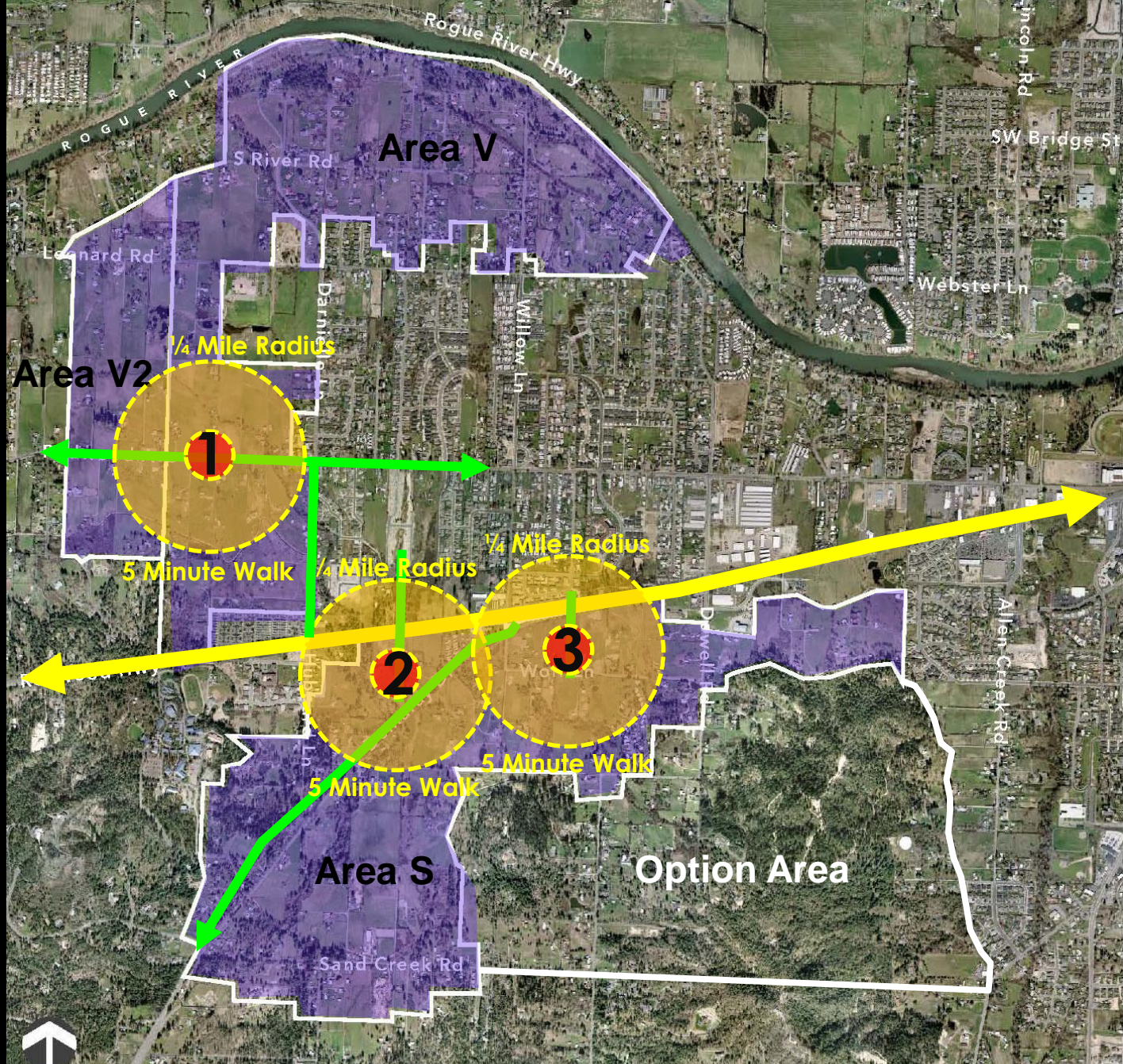
**Protected Bikeway – Lincoln, NE**



A full-page background image showing a dense canopy of trees with bright yellow autumn leaves. Some green leaves are still visible, suggesting a transition in the season. The text "Your Neighborhood Centers" is overlaid in white at the bottom.

**Your Neighborhood Centers**





Potential Neighborhood Centers



Potential Neighborhood Center Locations



Identify Neighborhood Centers for Further Study and Your Issues & Concerns

Neighborhood Centers For Further Study

Check a maximum of two for further study

☐

Center 1

☐

Center 2

☐

Center 3

☐

Other Center  
(Locate Other On Map Above)

☐

No Center

Neighborhood Centers Issues, Concerns and Opportunities:

List your three top issues, concerns and opportunities related to Neighborhood Centers:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Special Areas and Features :

On the map above, please note areas and features you believe:

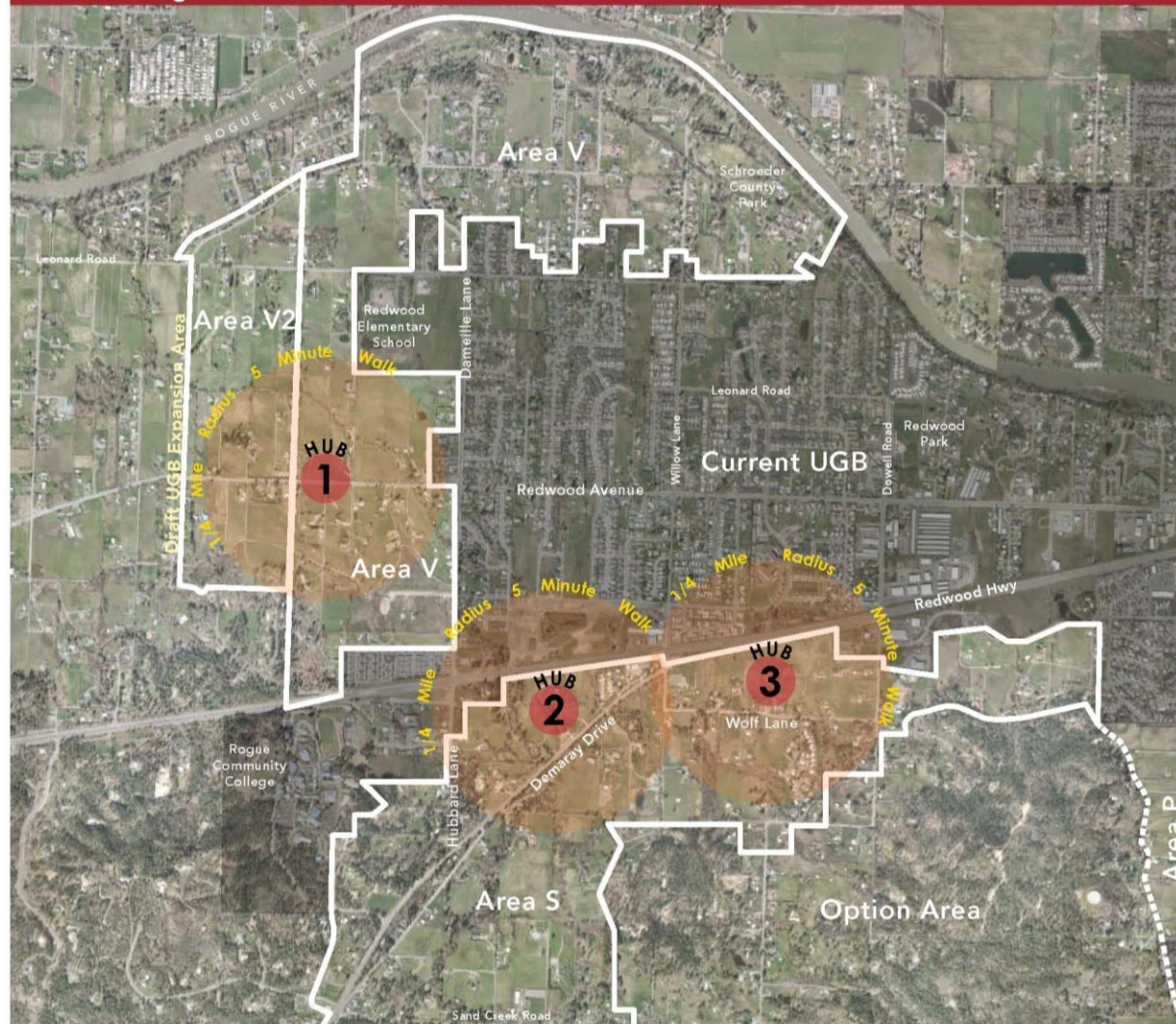
- Present special design opportunities
- Present issues or areas of concern

Other Comments- Use Back Side of this Page

Name and address of Council Constituents

Response Sheet

## Potential Neighborhood Center Locations



## Potential Neighborhood Centers For Further Study

Check a maximum of two for further study

☐

Center 1

☐

Center 2

☐

Center 3

☐

Other Center

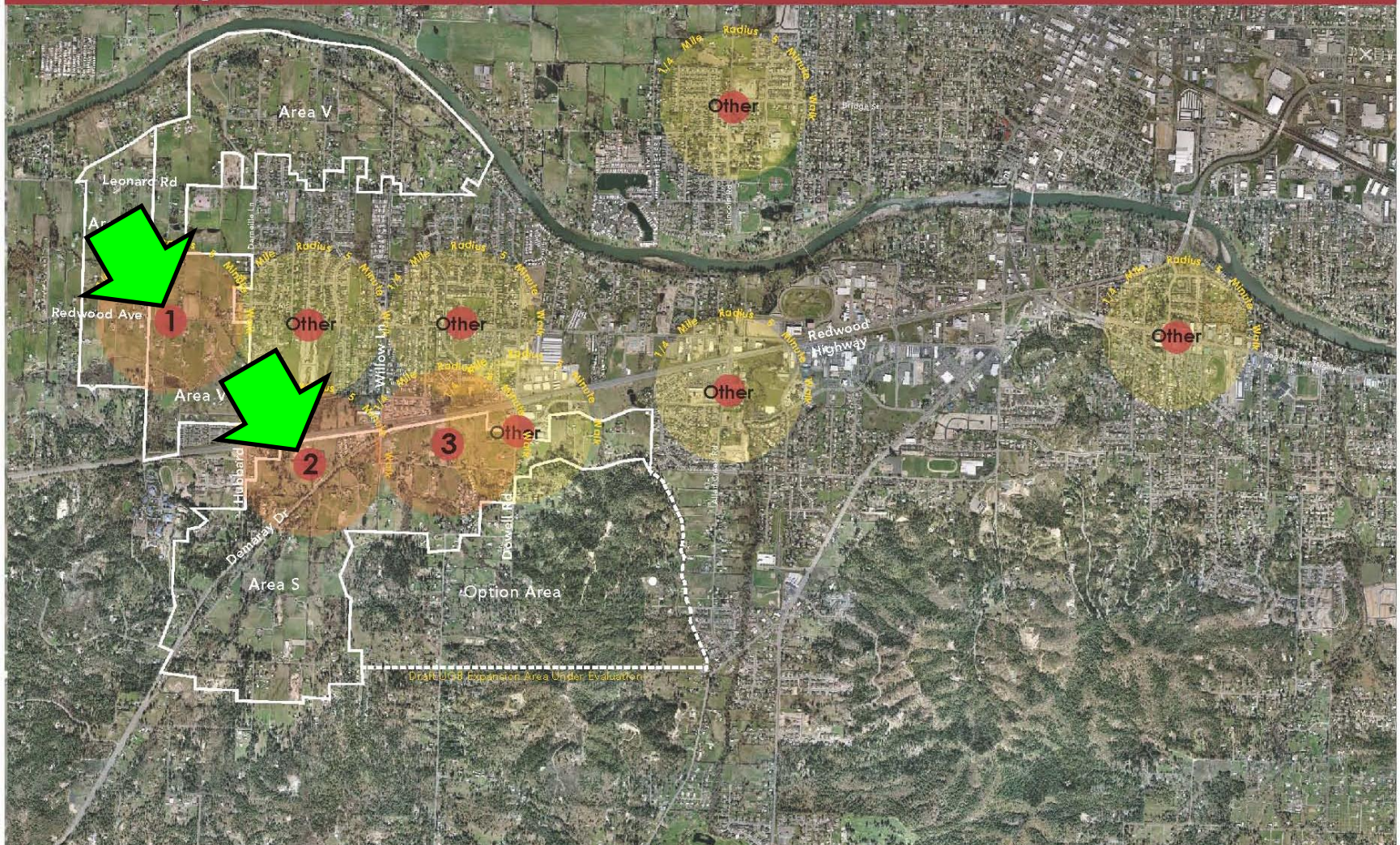
(Locate Other On Map Above)

☐

No Center



## Potential Neighborhood Center Locations



## Potential Neighborhood Centers For Further Study

Check a maximum of two for further study

**9**  
Center 1

**16**  
Center 2

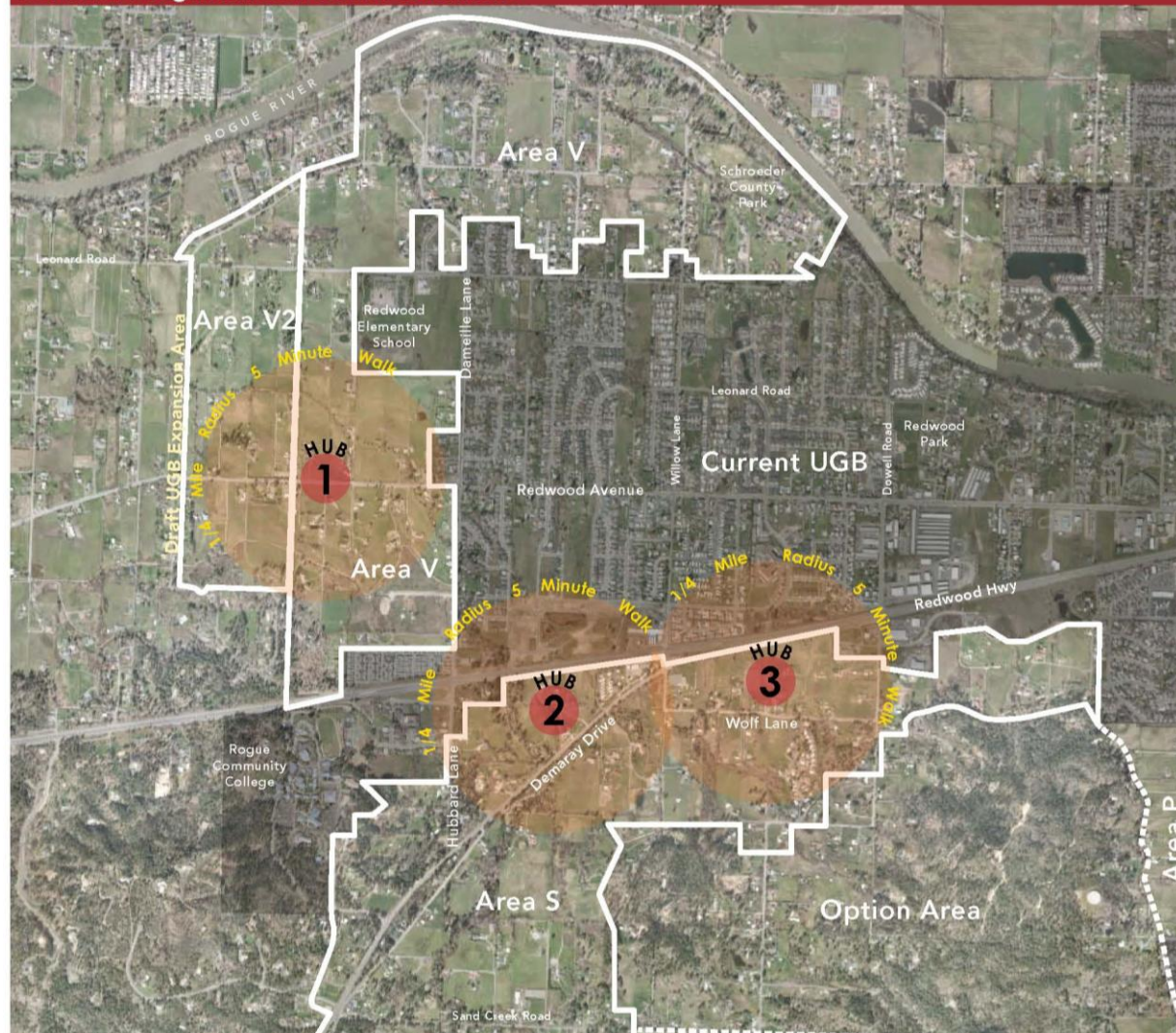
**1**  
Center 3

**7**  
Other Center  
(Locate Other On Map Above)

**7**  
No Center



## Potential Neighborhood Center Locations



## Neighborhood Centers Issues, Concerns and Opportunities:

List your three top issues, concerns and opportunities related to Neighborhood Centers:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



# Project Goals

Times Mentioned

## Circulation

- Improve Access & Safety for Pedestrians & Bicyclists (14)
- Improve Road Network Connections (4)
- Minimize Traffic Impacts on Neighborhoods (2)

## Land Use

- Do Not Create Competing Retail (11)
- Create Neighbhd. Centers that Appeal to Local Residents (6)
- Provide for a Mix of Uses within Neighborhood Centers (5)
- Provide a Mix of Owner and Rental Housing (3)
- Identify Citywide Locations for Other Nbhd. Centers (5)

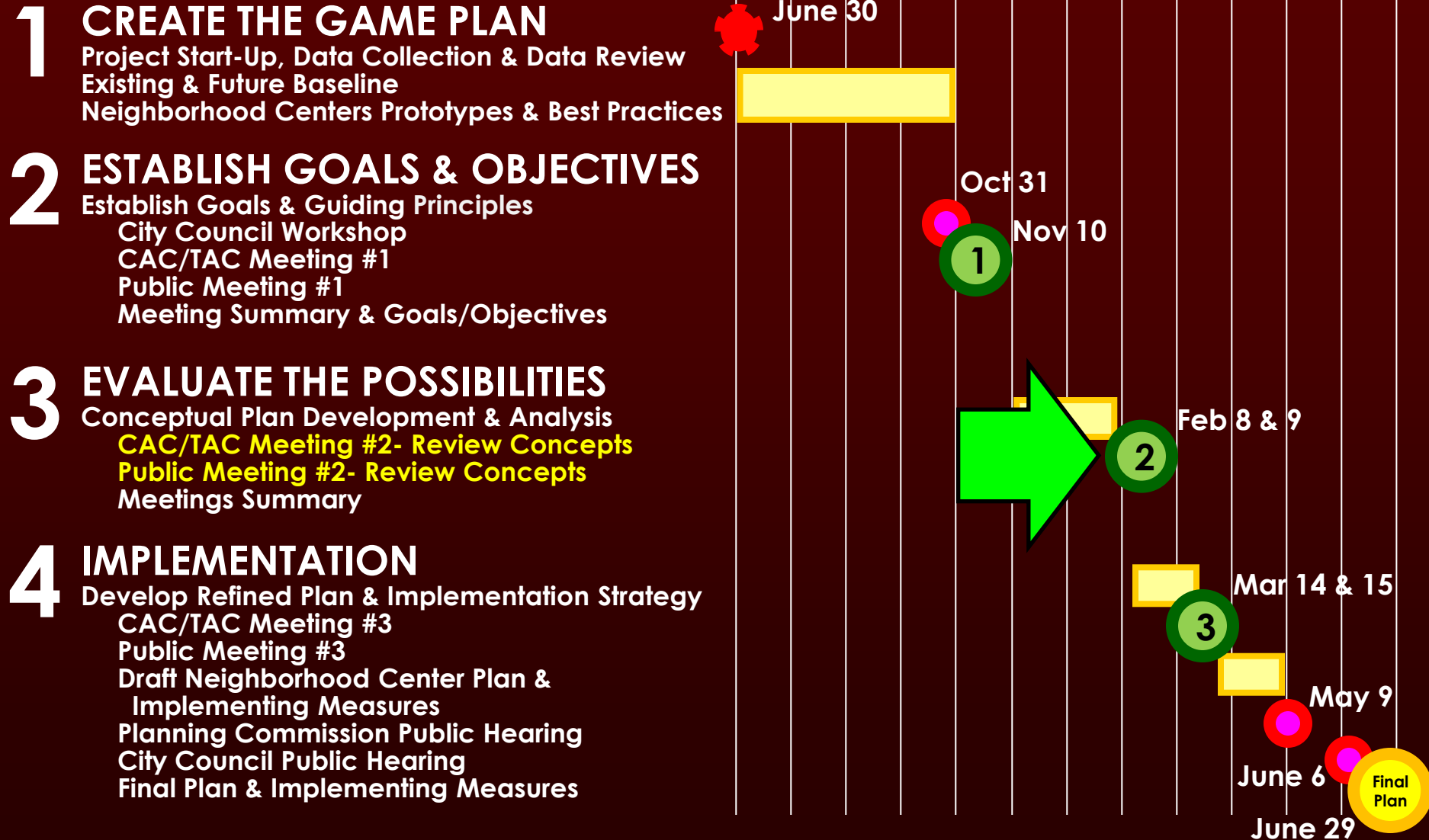
## Implementation

- Develop a Cost Effective & Viable Implementation Plan (14)

## Other

- Preserve Rural Farmland (8)

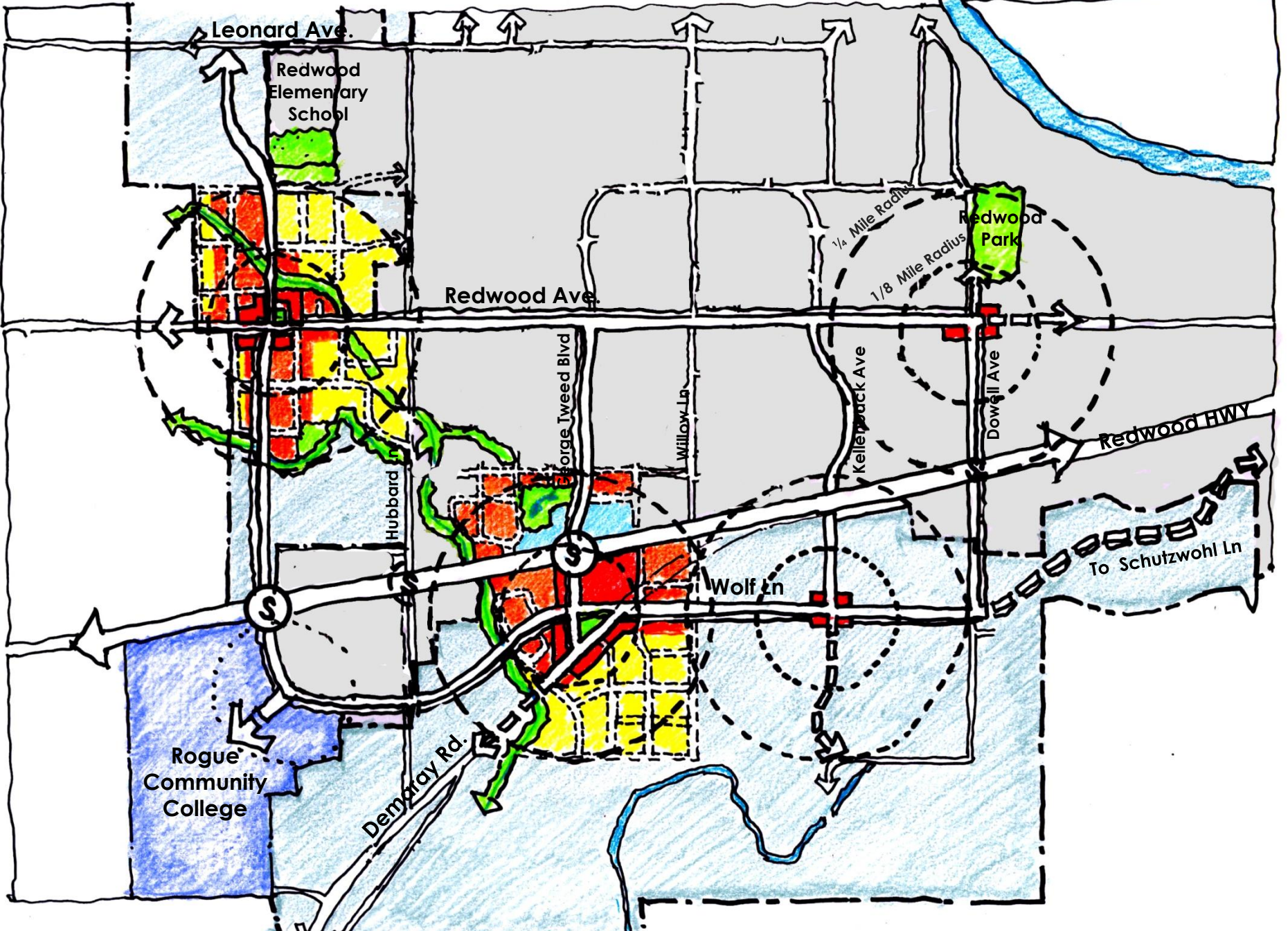
# Process & Schedule





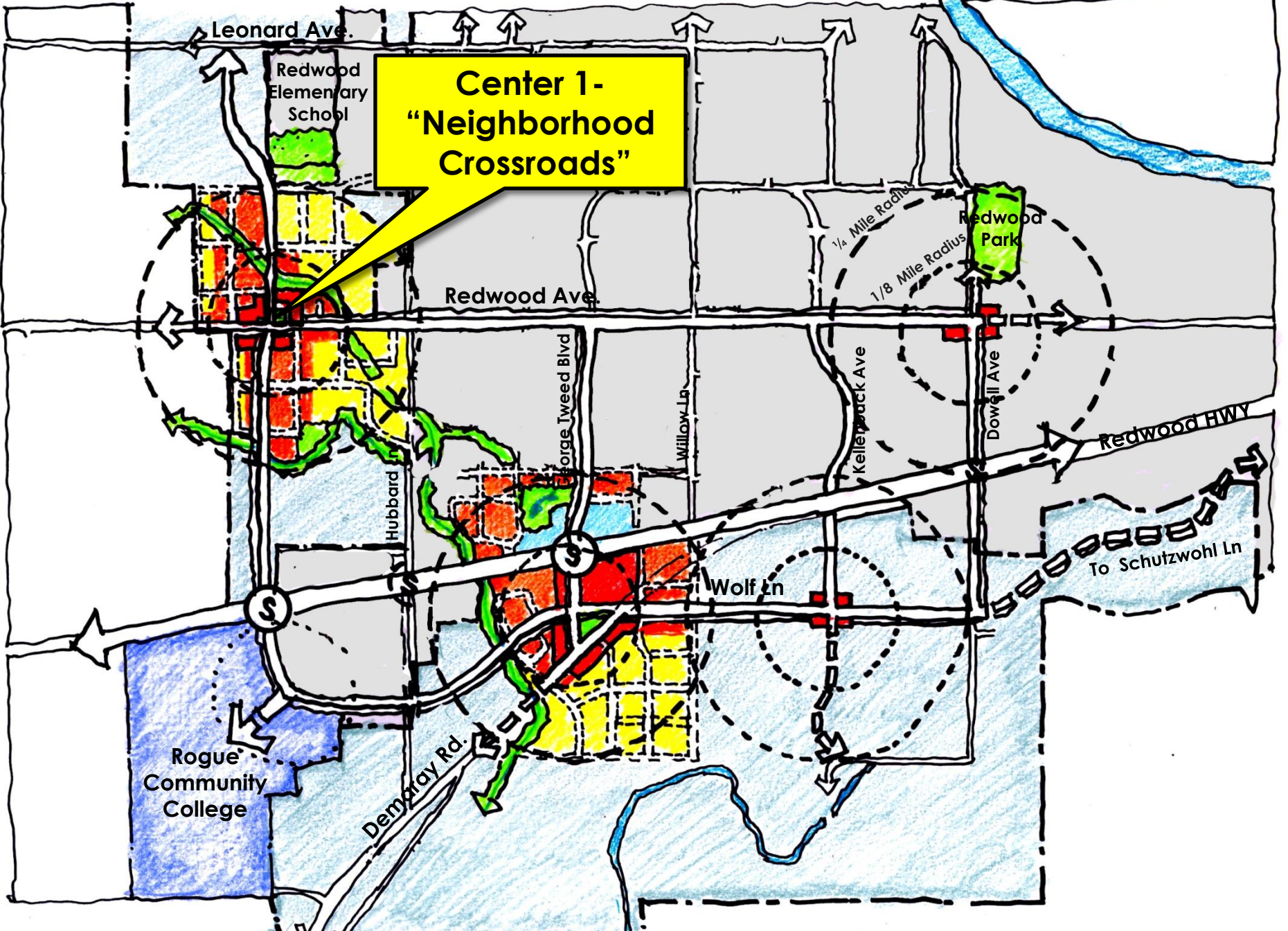


# Draft Neighborhood Center Framework



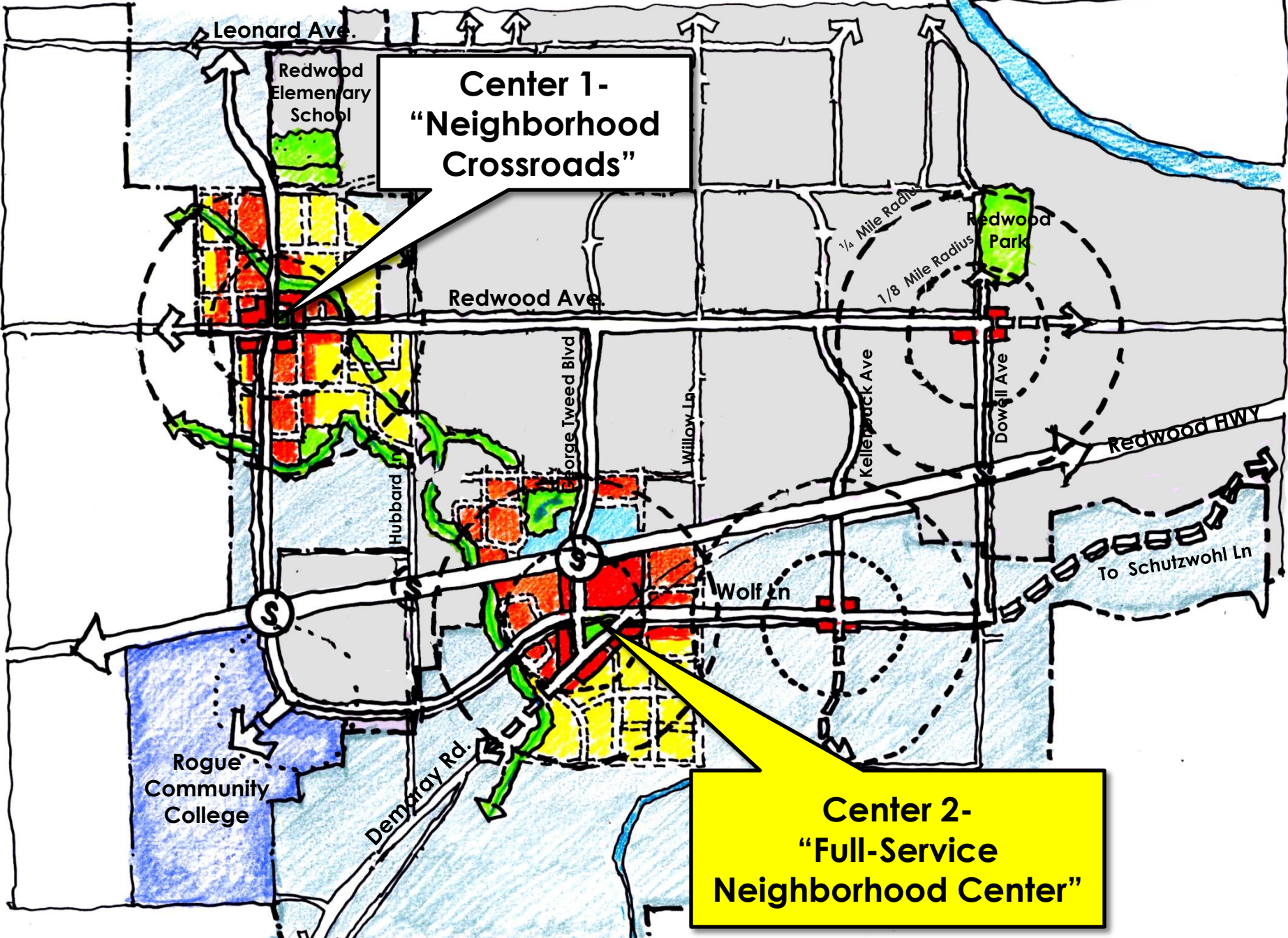
**Neighborhood Center Framework**





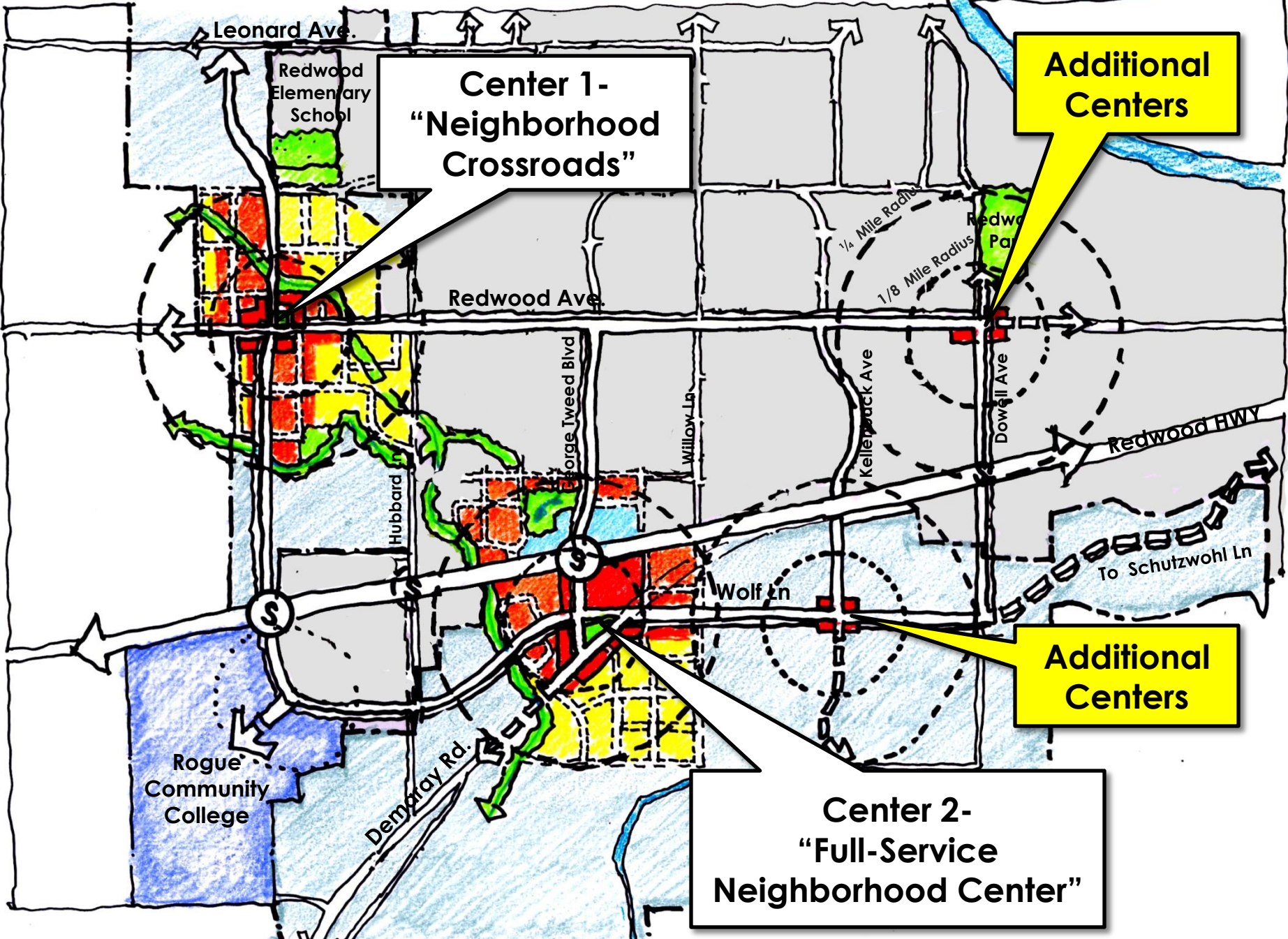
**Neighborhood Center Framework**





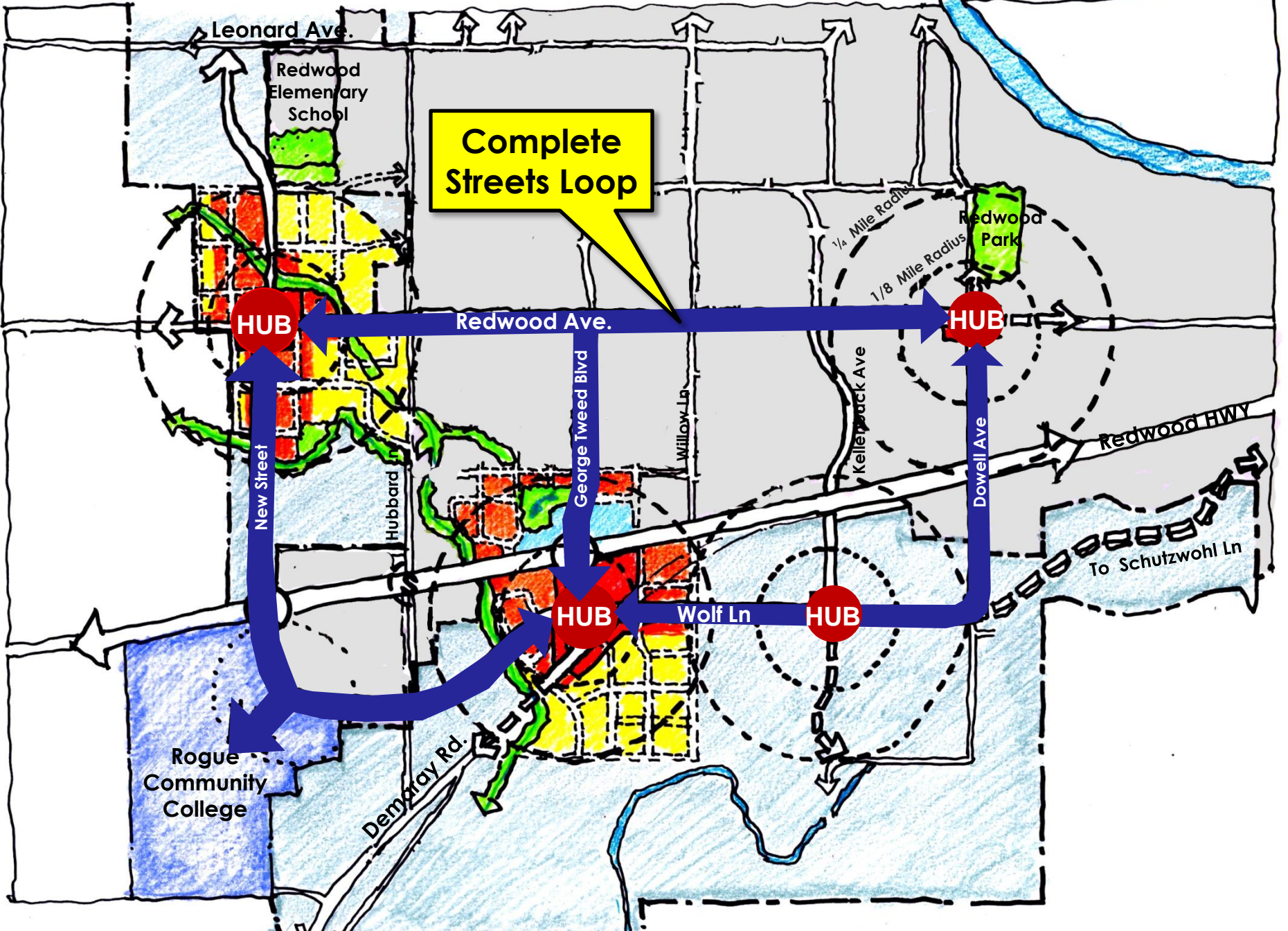
**Neighborhood Center Framework**





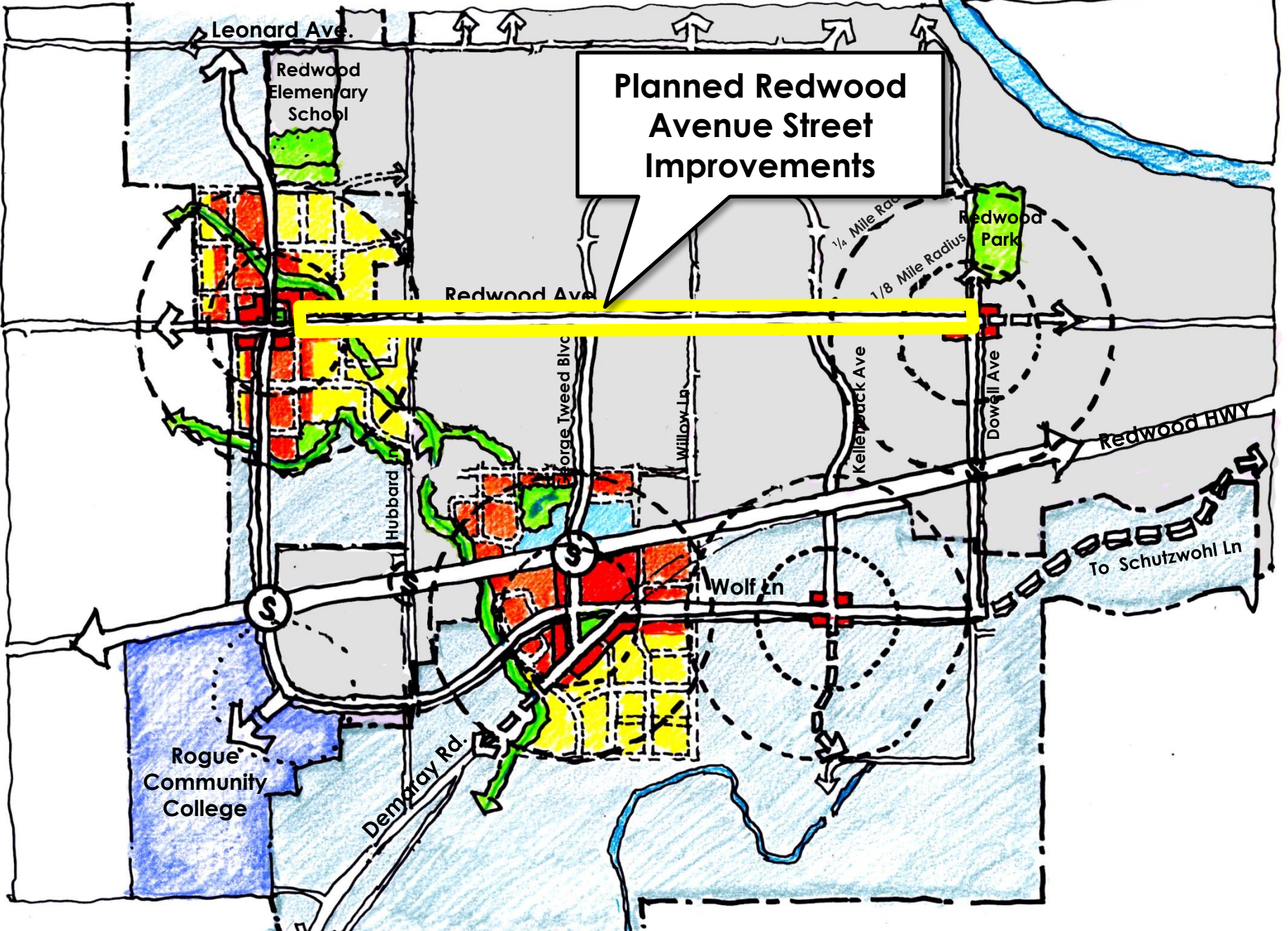
**Neighborhood Center Framework**





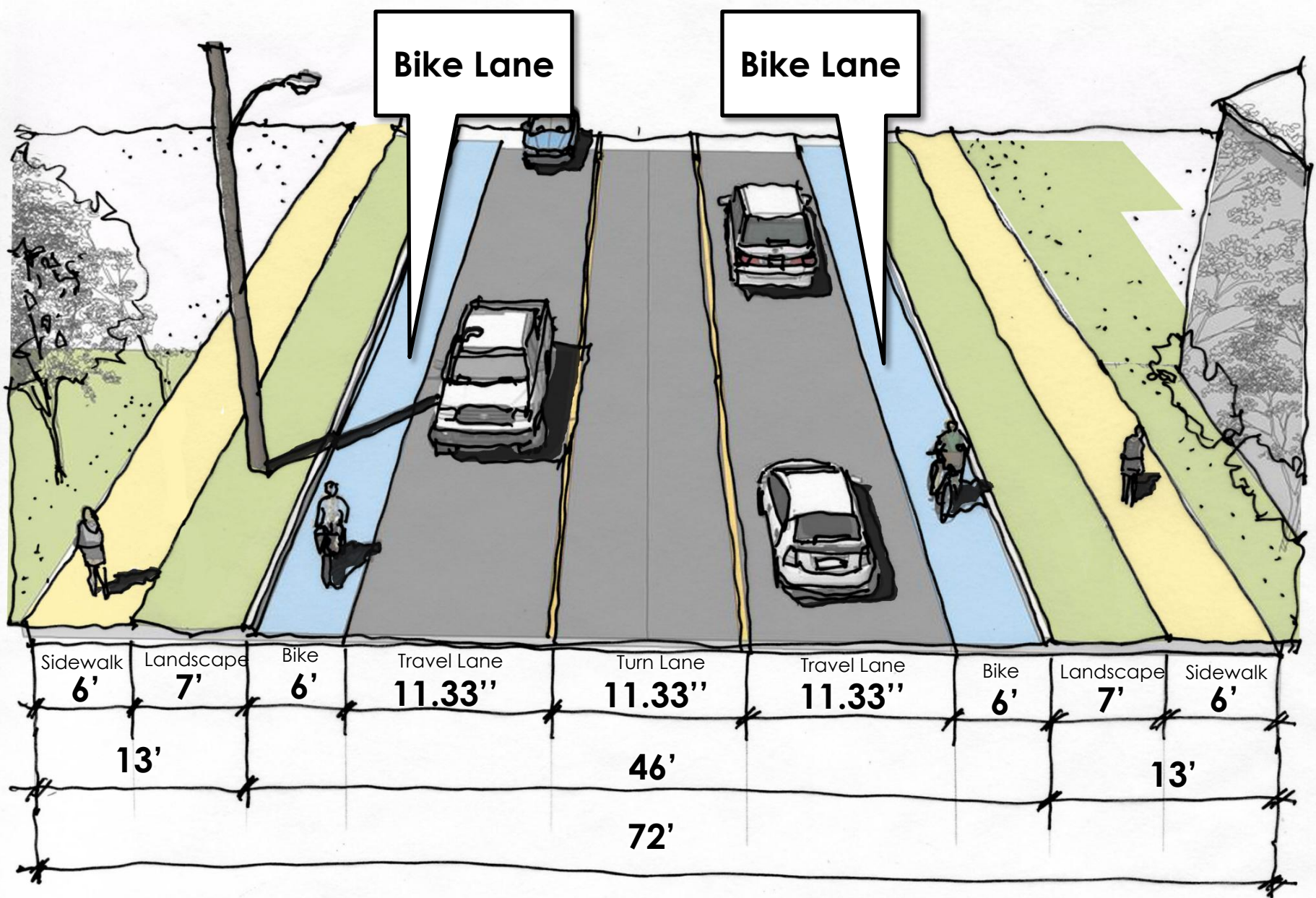
**Neighborhood Center Framework**





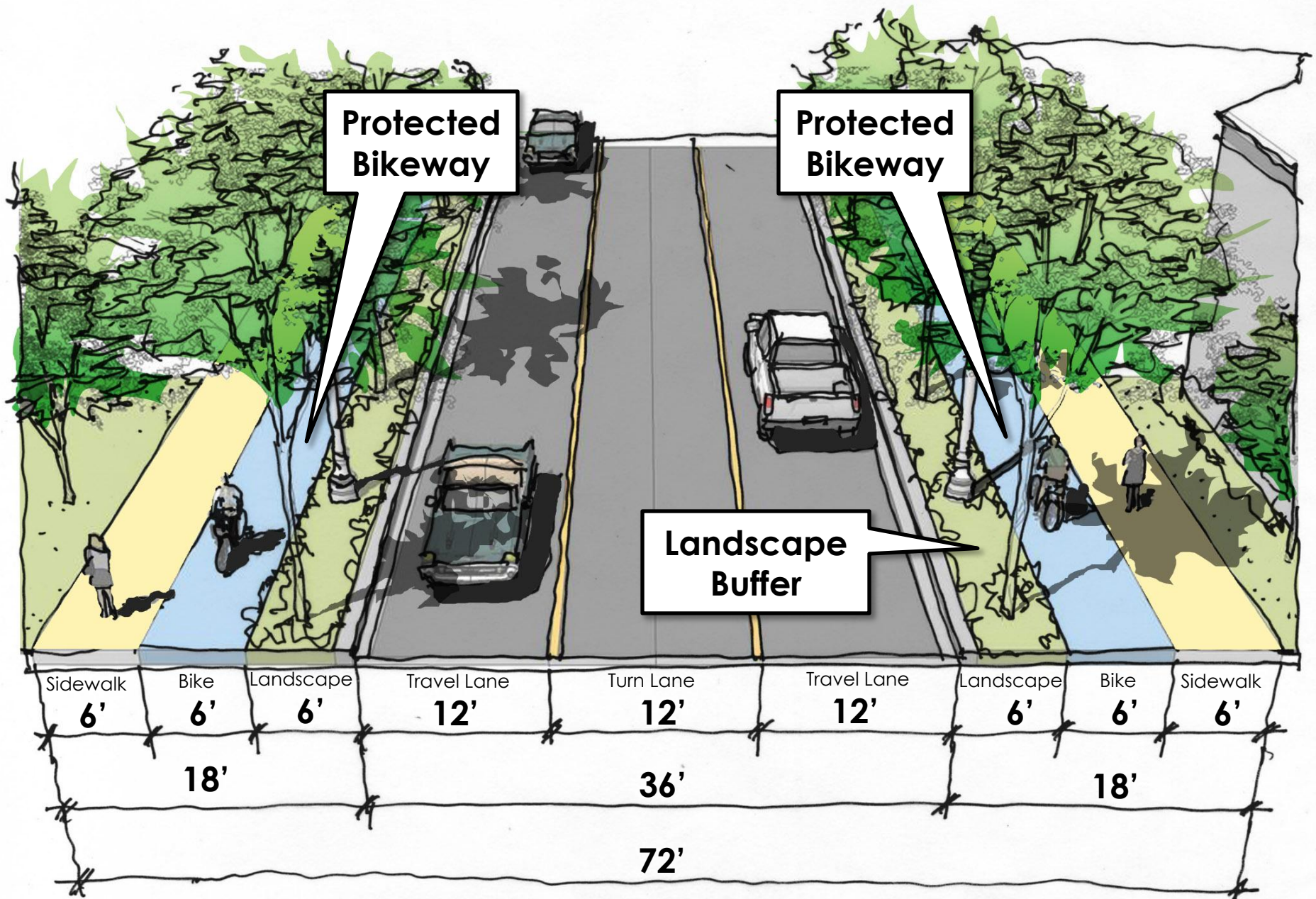
## Neighborhood Center Framework





**Planned Redwood Avenue**





**Mobility Street (Typical)**

# 40% Solution



## Strong & Fearless

Will ride with auto traffic  
(will ride within on-street bike lanes  
and on bike boulevards)

## Capable but Cautious

Will **NOT** ride with auto traffic  
(will only ride on protected bikeway)

7%

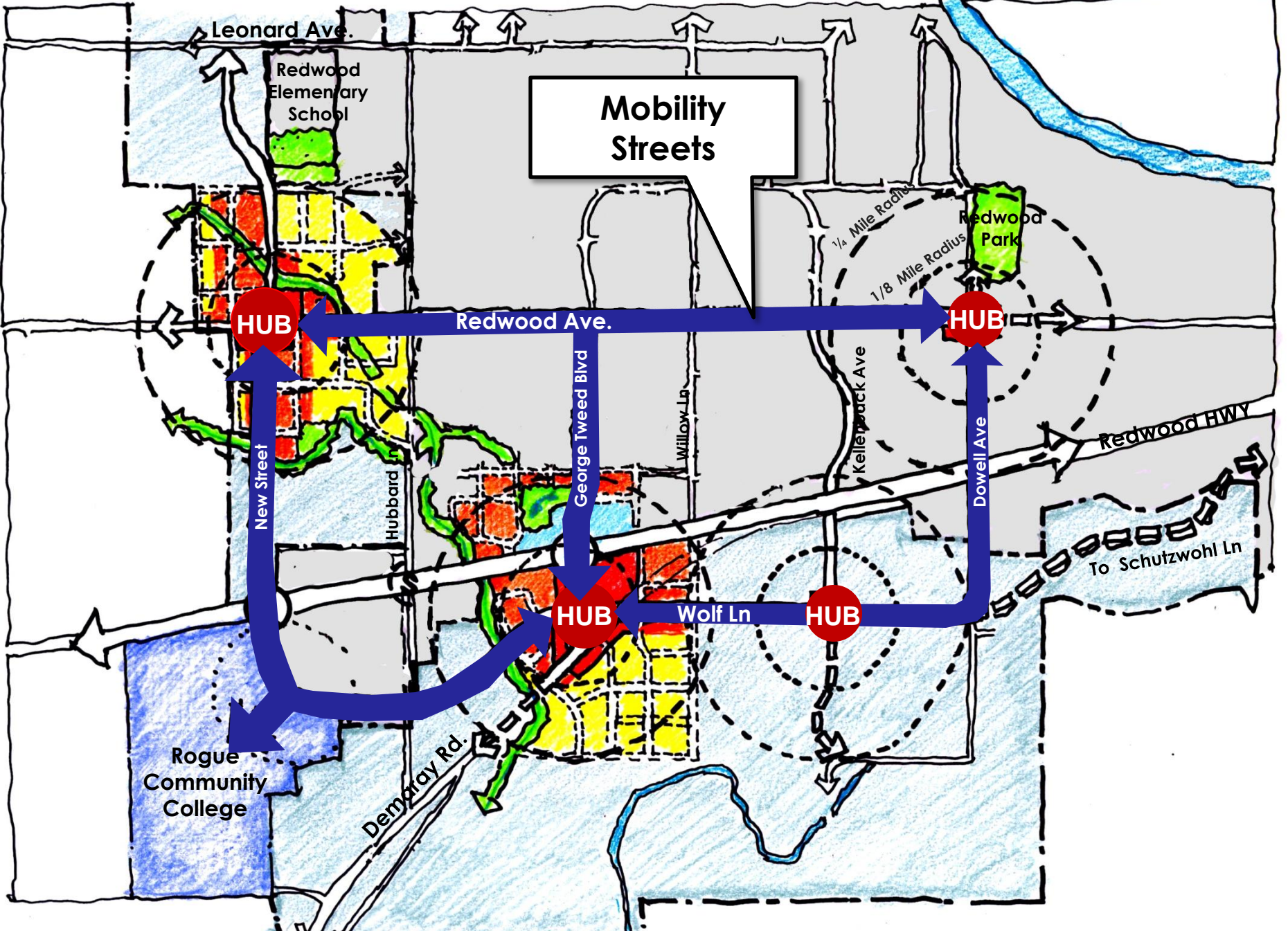
60% Capable but Cautious

33% No Way No How

↑  
Strong &  
Fearless

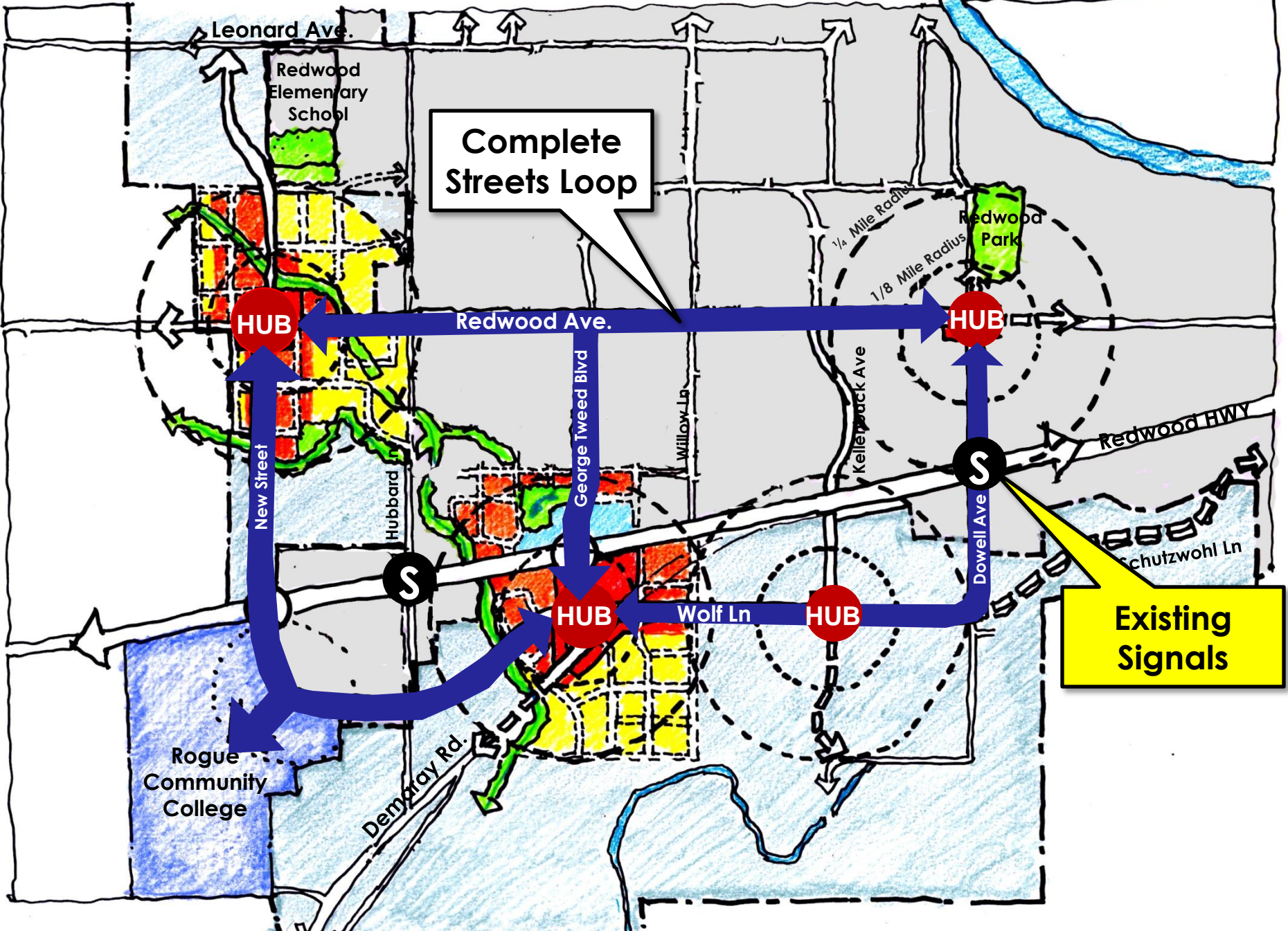
Potential Bike Riders





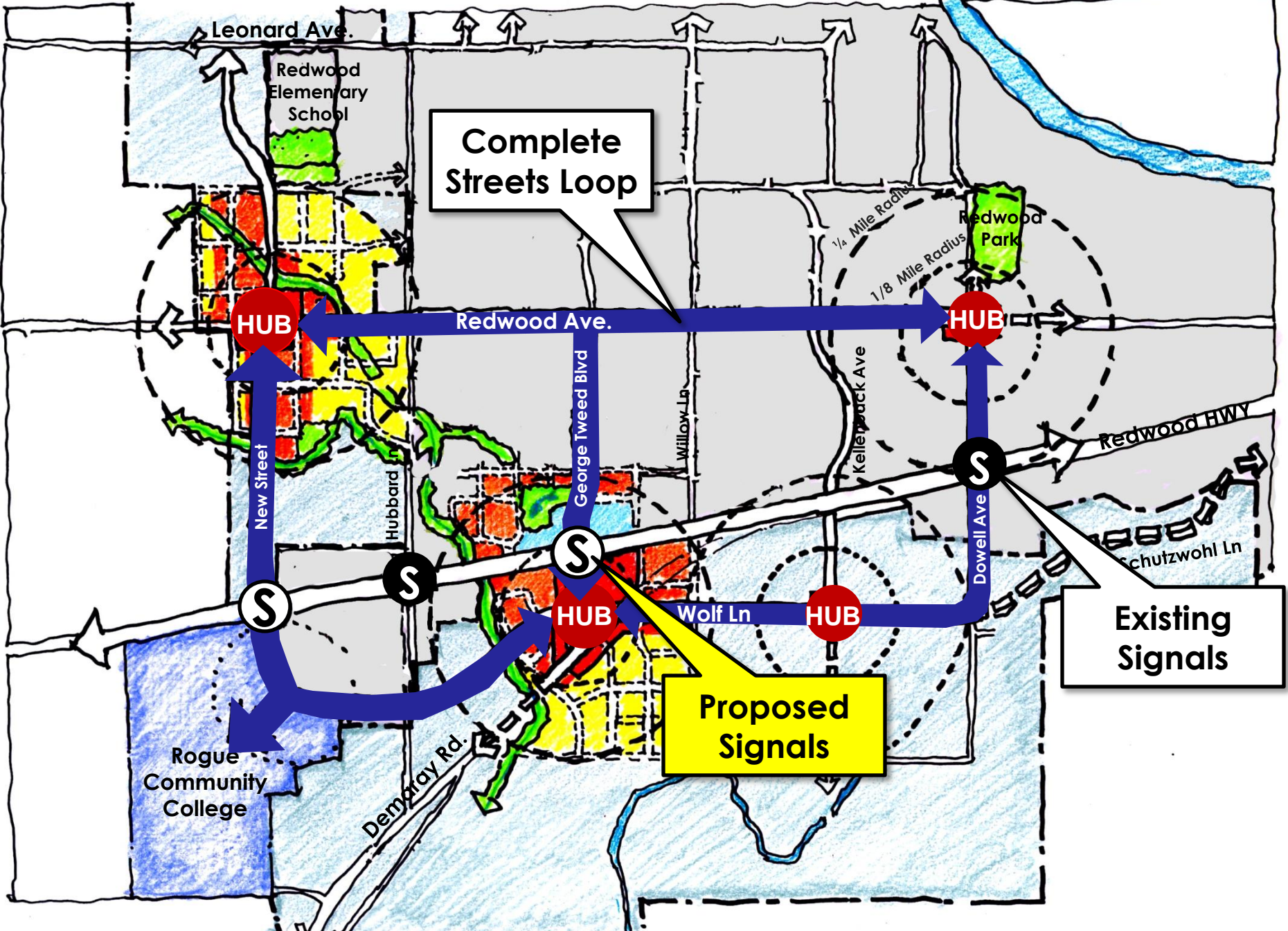
**Neighborhood Center Framework**





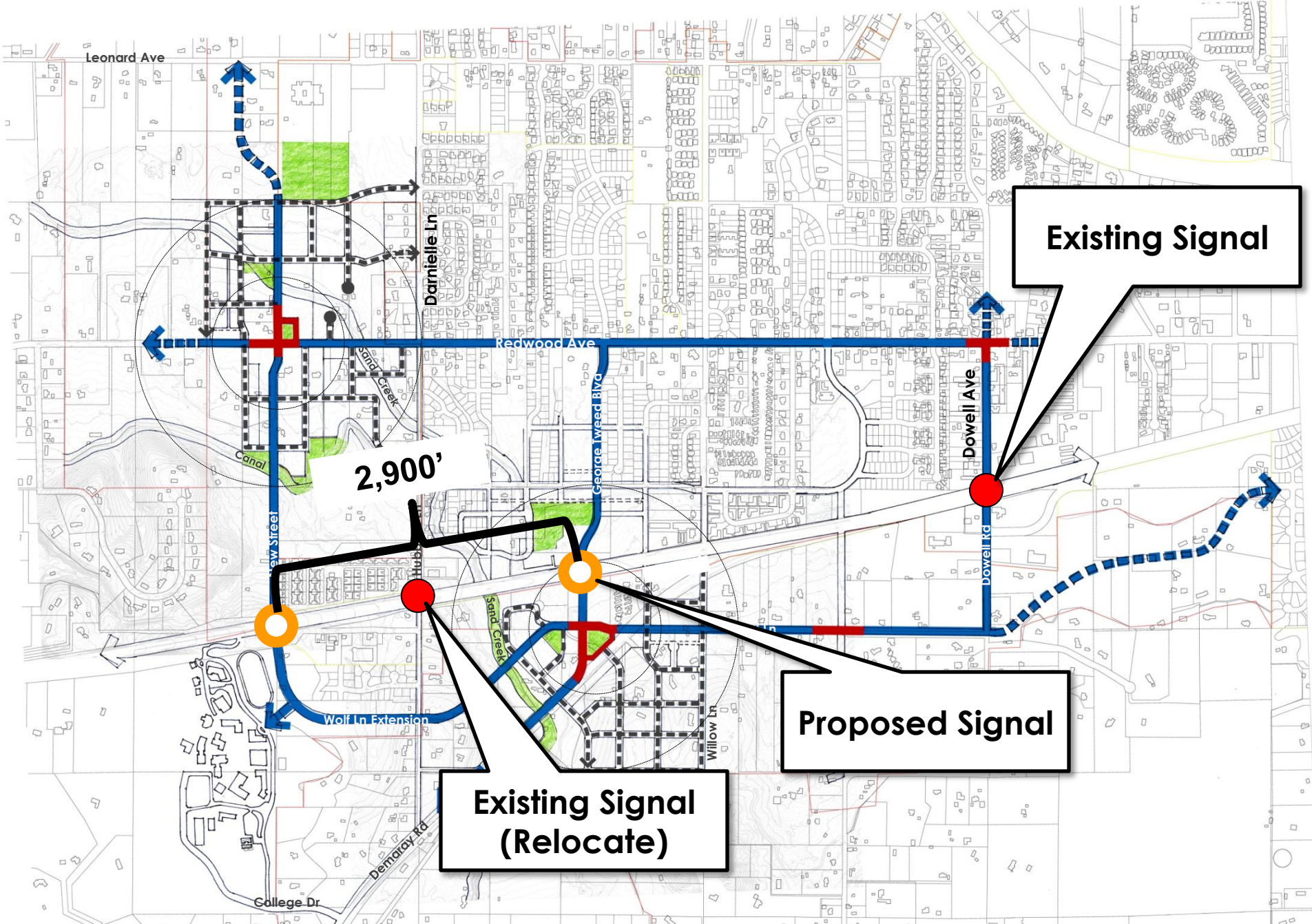
**Neighborhood Center Framework**





## Neighborhood Center Framework





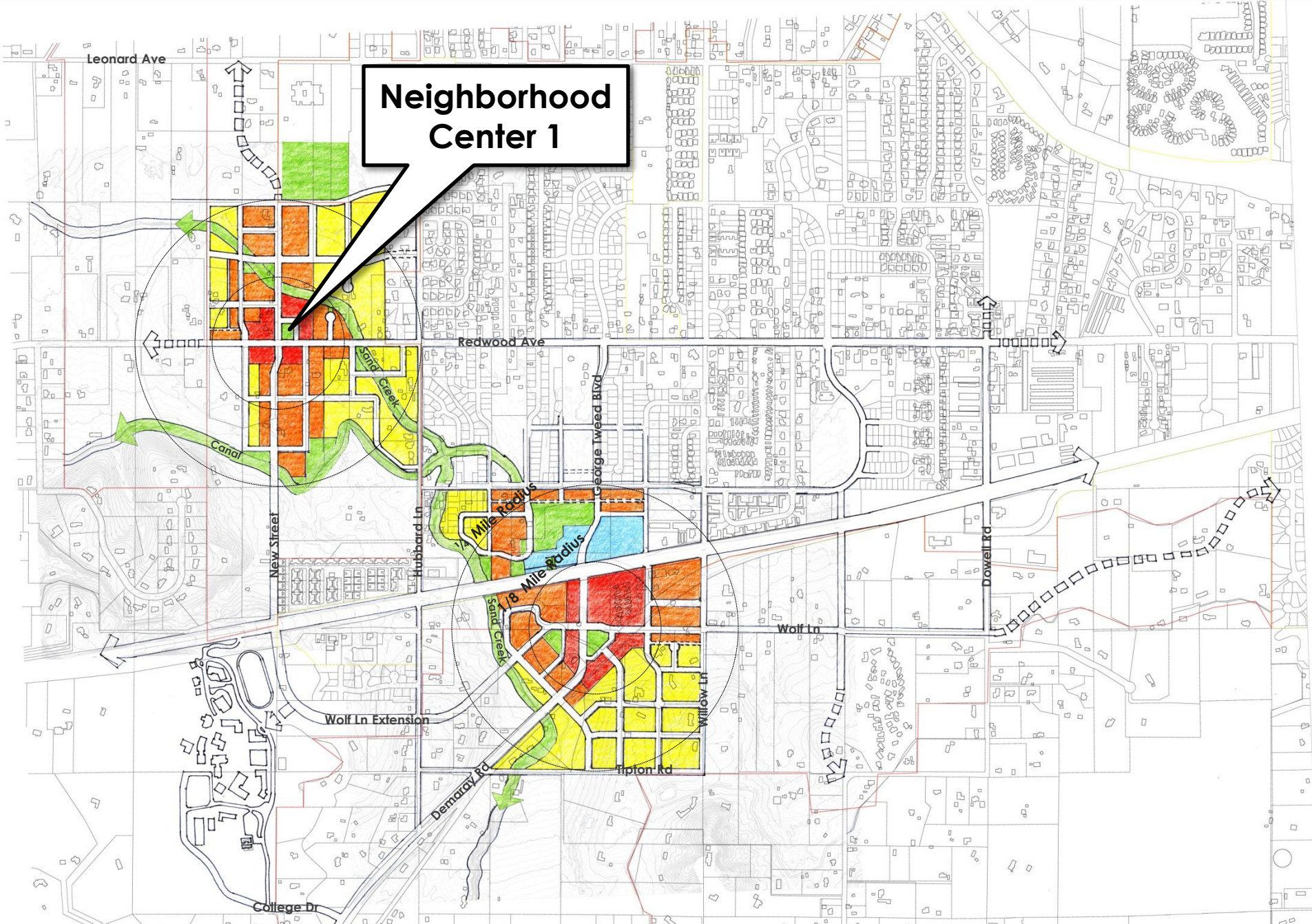
# Proposed Signals - Draft Circulation Framework





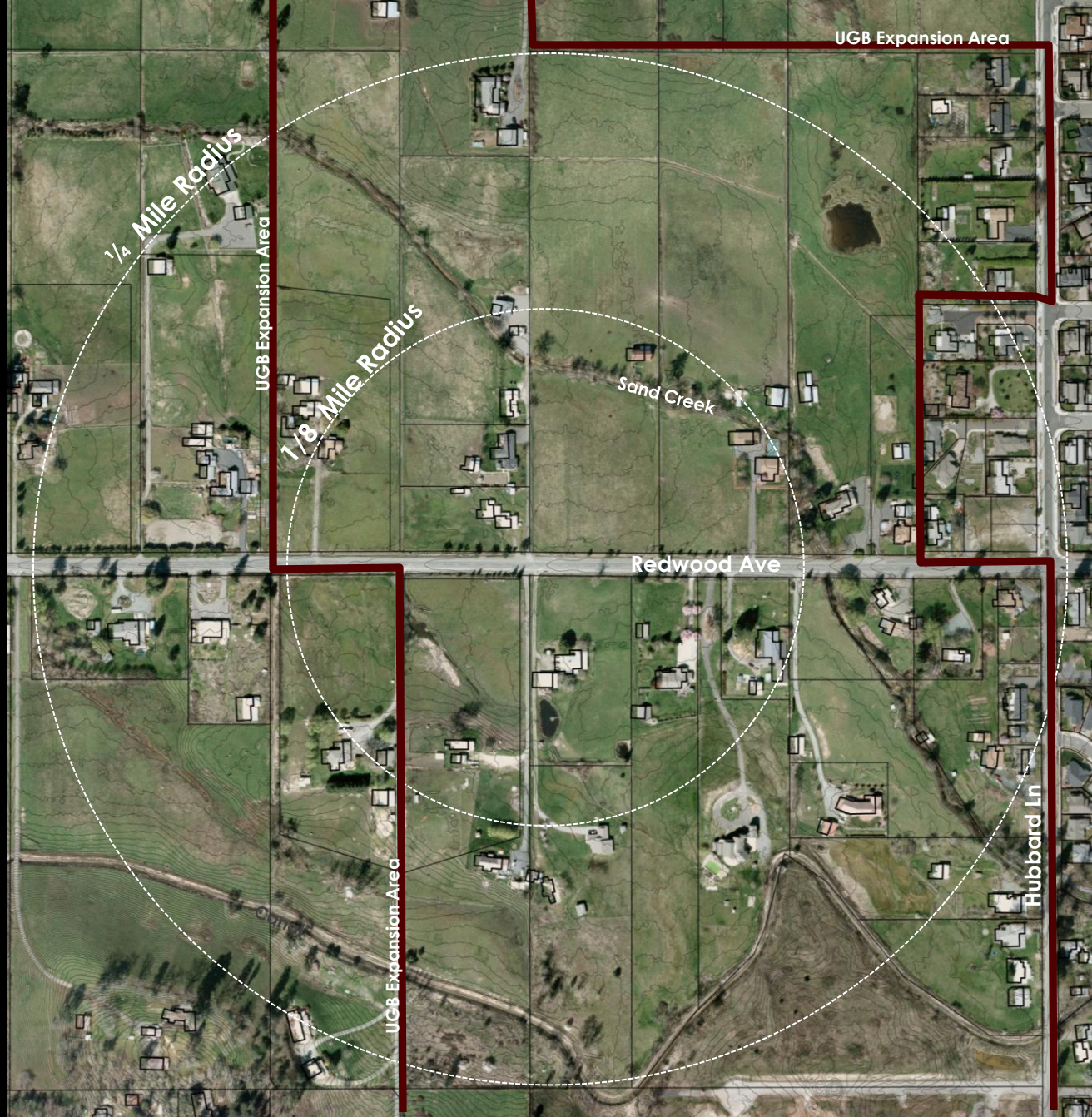
**Draft Neighborhood Centers**





**Draft Land Use Framework**





**Neighborhood Center 1-Existing**

# Neighborhood Center 1 Summary

## Current Zoning

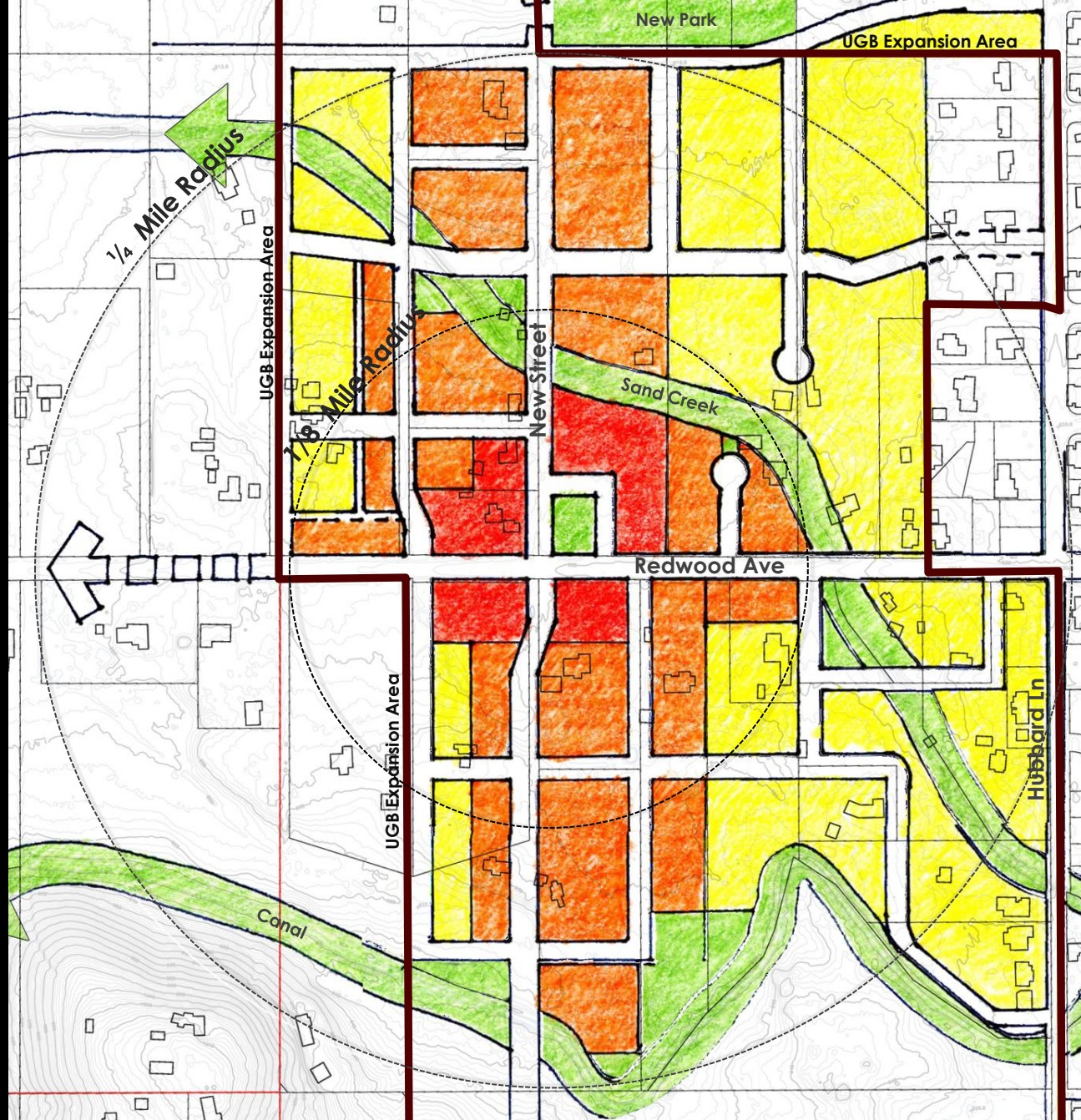
Single Family RR-5 (5 Acre Lots)	34 Units
----------------------------------	----------

R-1-8 (8,000 SF Lots)	11 Units
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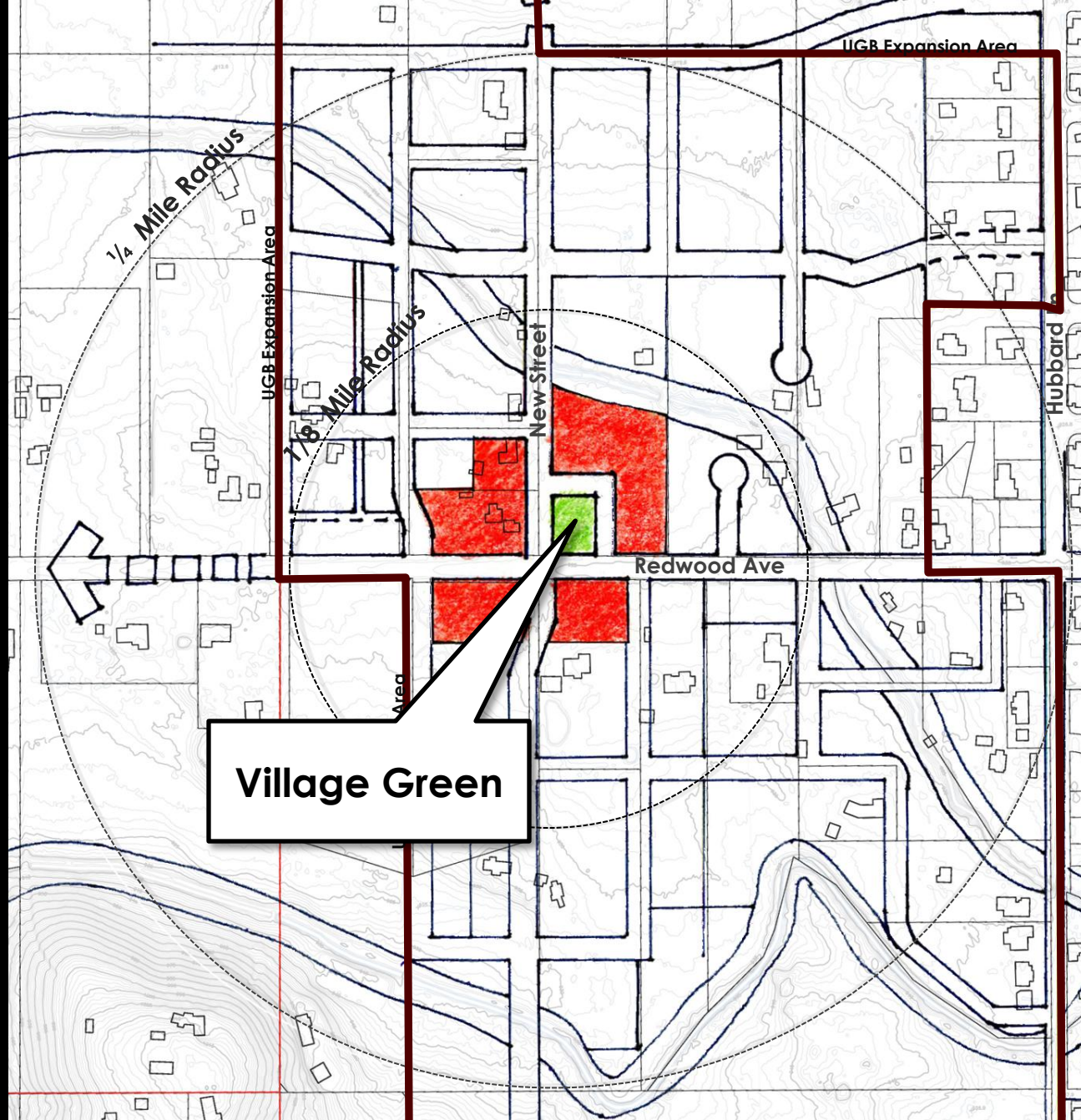
<b>Total</b>	<b>46 Units</b>
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Neighborhood Center 1





**Neighborhood Center 1— 'Crossroads' Retail**





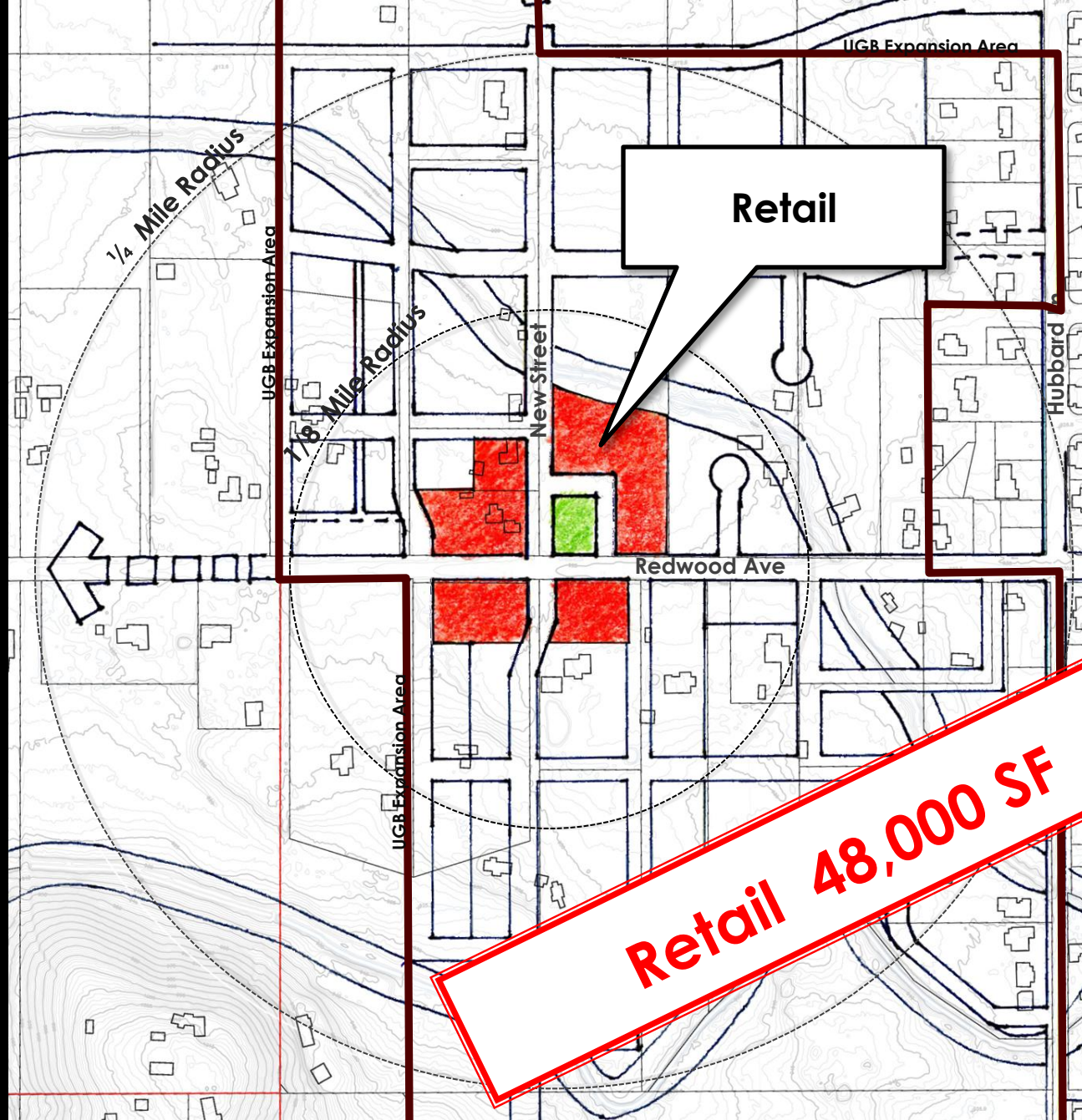
**Neighborhood Center 1- Village Green Location**





**Village Green**





**Neighborhood Center 1—Retail Hub**





**“Neighborhood Crossroads” Retail**





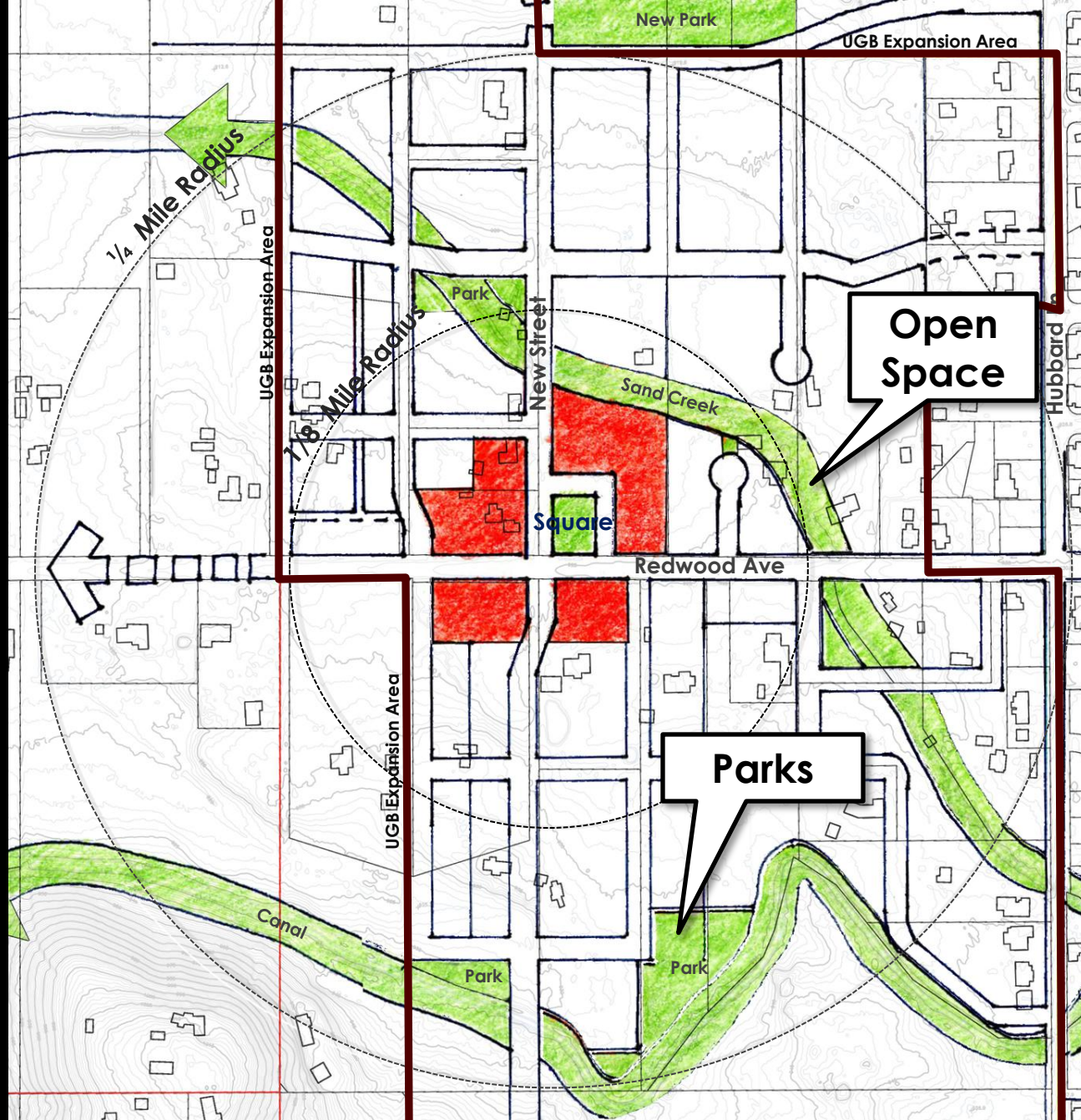
**“Neighborhood Crossroads” Retail**





**“Neighborhood Crossroads” Retail**





**Neighborhood Center 1—Parks and Open Space**





Sand Creek





**Creek Enhancements**

**Neighborhood Greenway**





**Neighborhood Greenway**





**Neighborhood Park**





**Neighborhood Park**

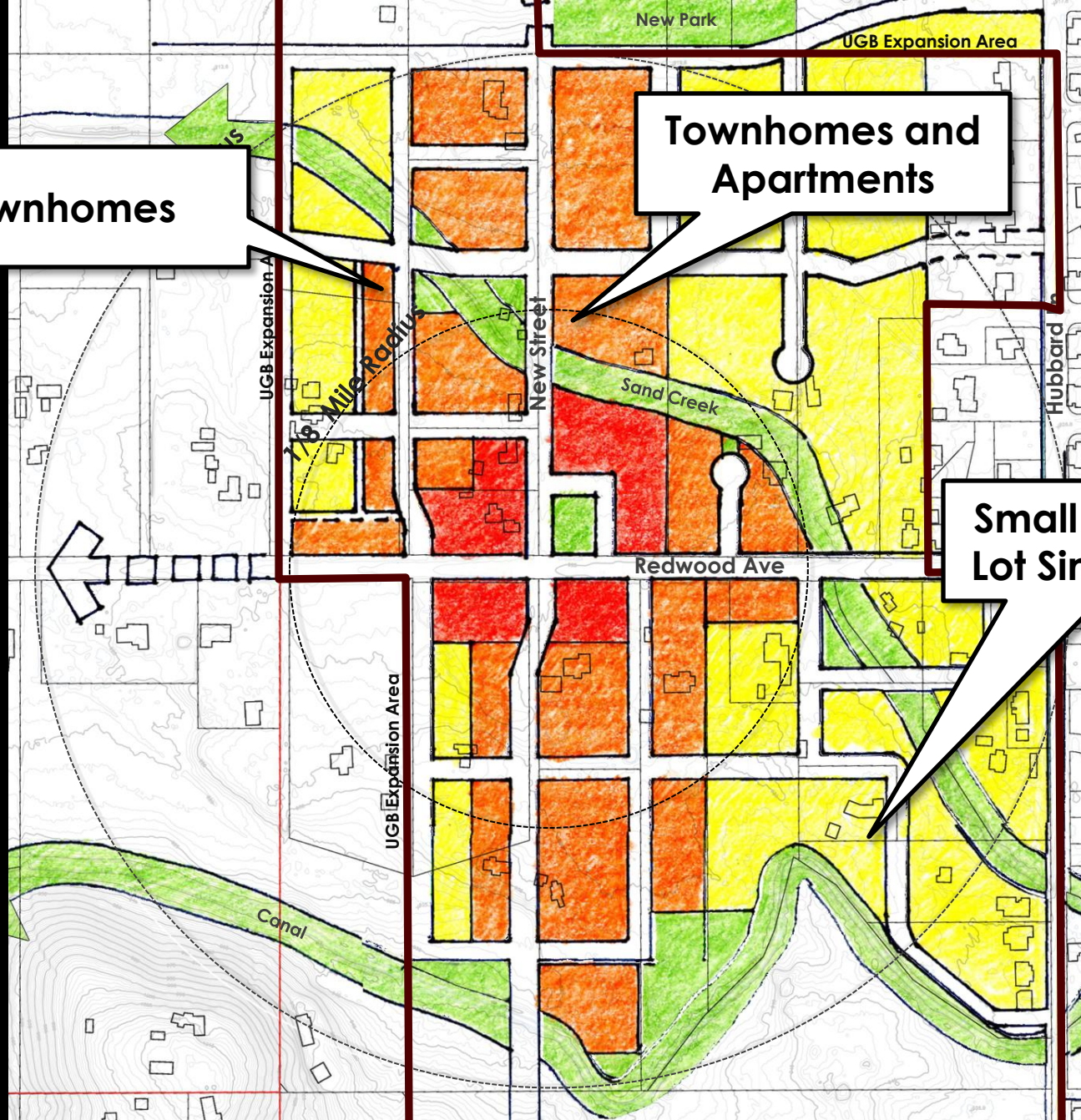


**Townhomes**

**Townhomes and  
Apartments**

**Small & Medium  
Lot Single Family**

## Neighborhood Center 1—Housing







**Great Small-Lot Single-Family Houses**





**Great Townhomes**





**Great Apartments**



# Neighborhood Center 1 Summary

## Proposed Neighborhood Center

Retail	48,000 SF	
Housing (Townhomes/Apartments)		630 Units
Housing (Single Family)		220 Units
<hr/>		
Total	48,000 SF	850 Units

# Neighborhood Center 1 Summary

## Proposed Neighborhood Center

Retail	48,000 SF	
Housing (Townhomes/Apartments)		630 Units
Housing (Single Family)		220 Units
<hr/>		
Total	48,000 SF	850 Units

## Current Zoning

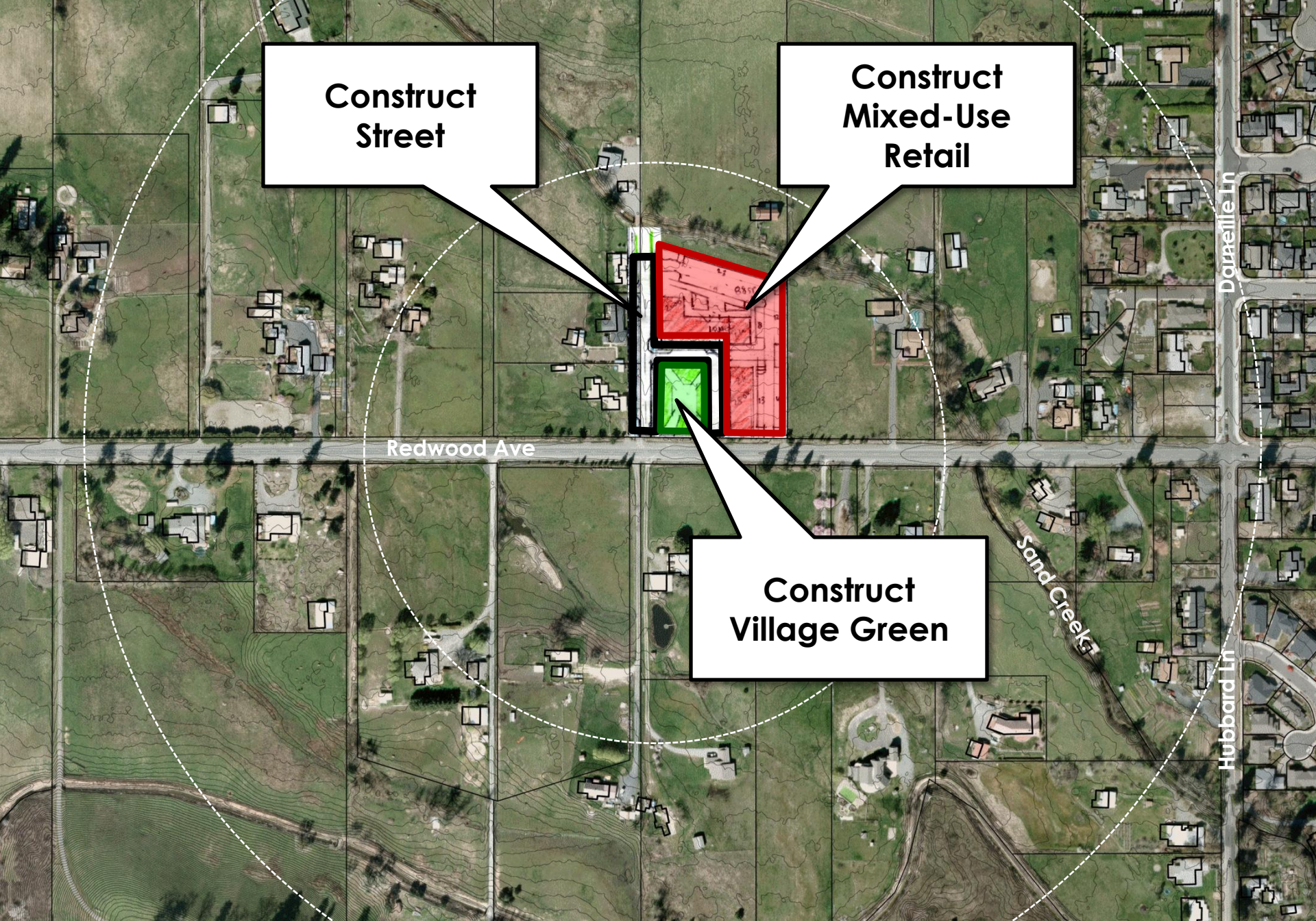
Single Family RR-5 (5 Acre Lots)		34 Units
R-1-8 (8,000 SF Lots)		11 Units
<hr/>		
Total		46 Units





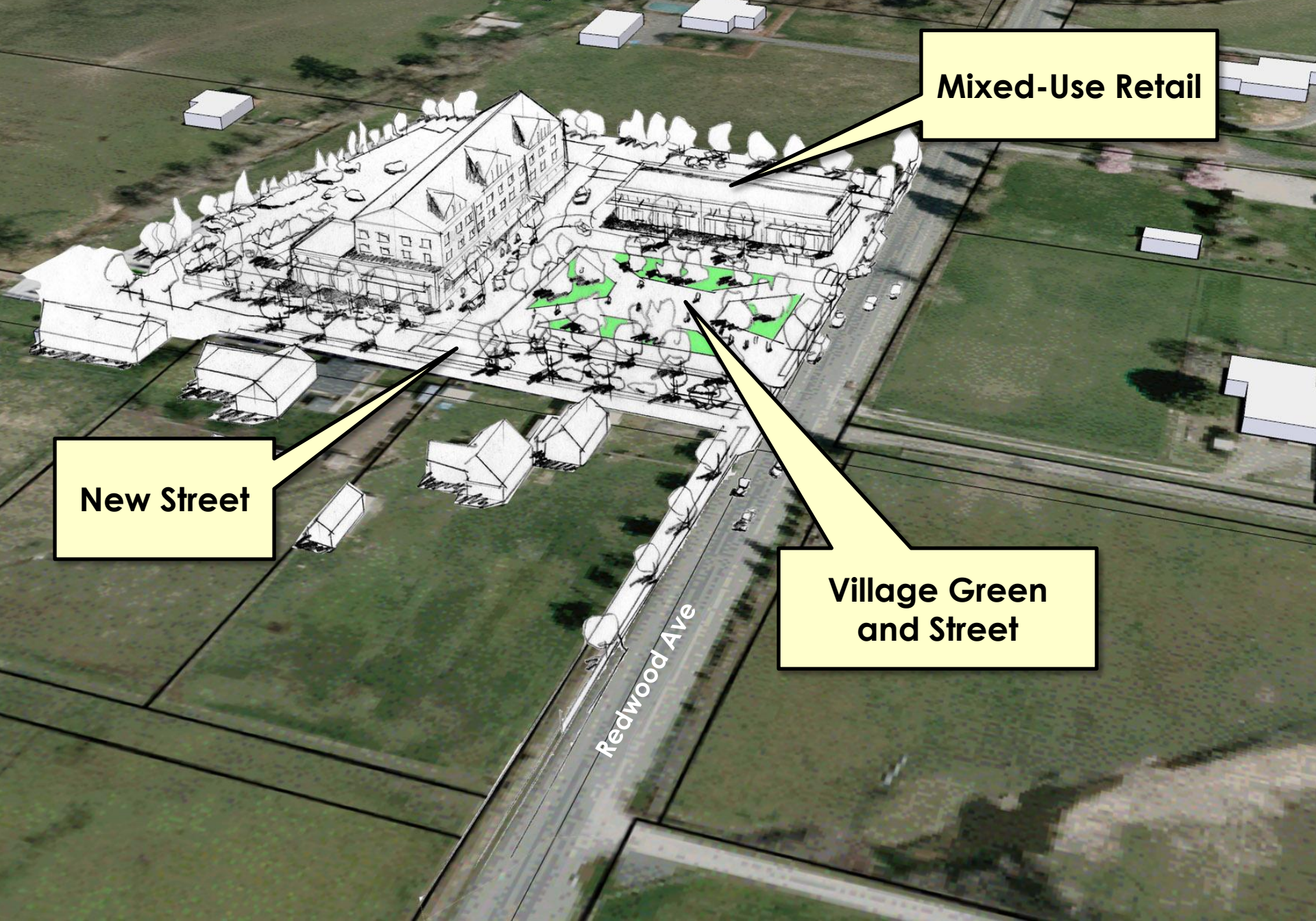
Neighborhood Center 1





**Phase 1**





**Mixed-Use Retail**

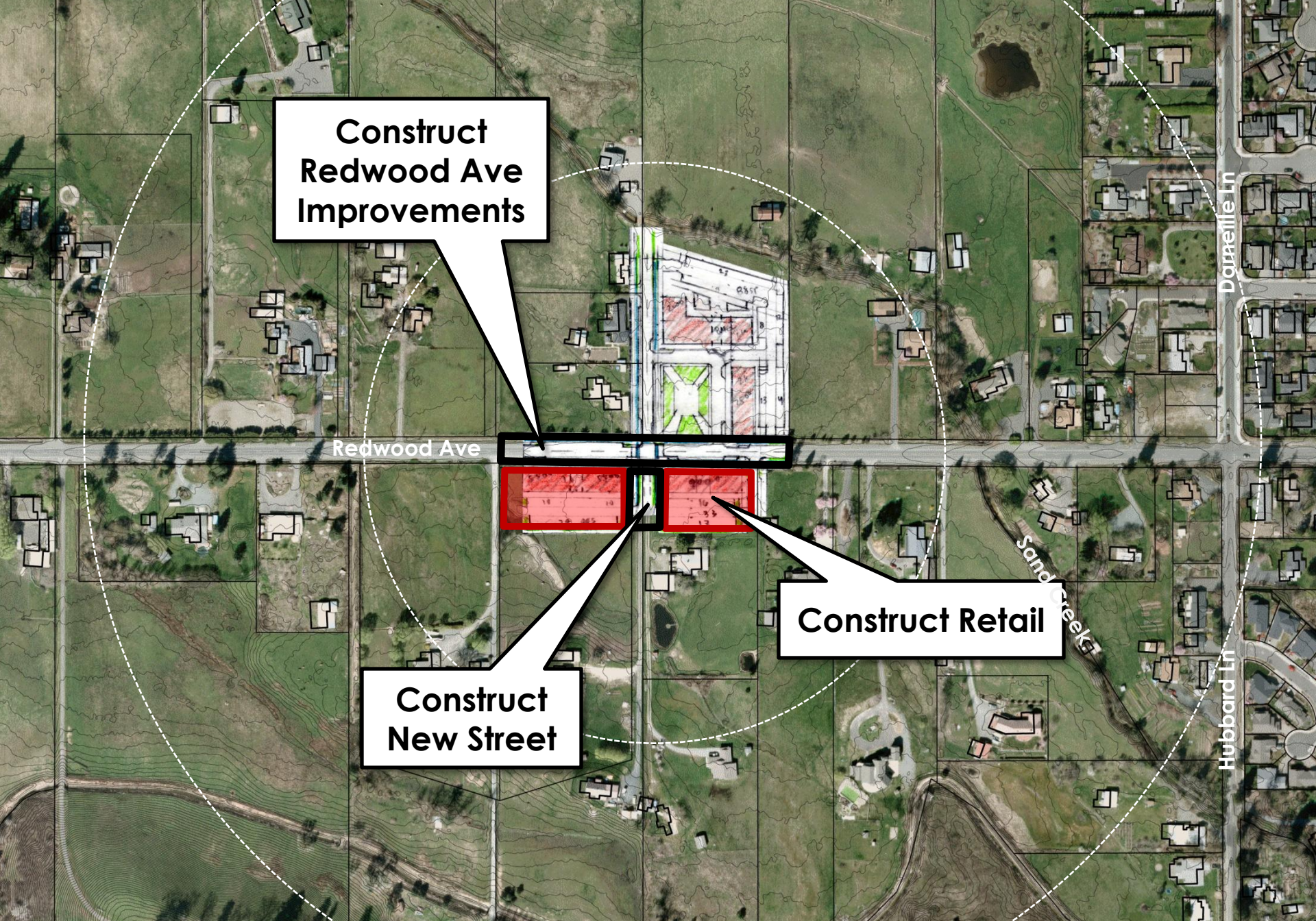
**New Street**

**Village Green  
and Street**

*Redwood Ave*

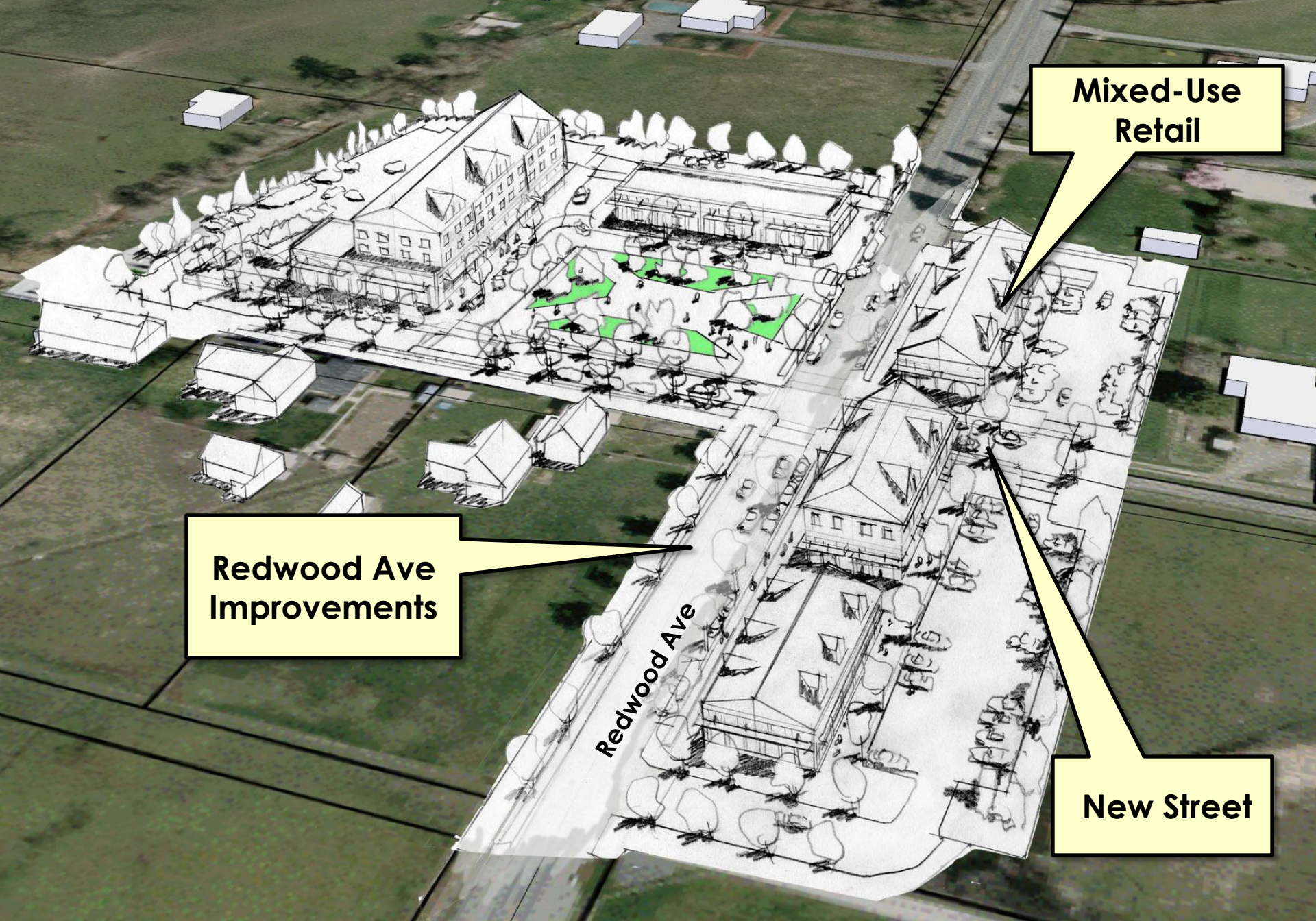
**Phase 1**





**Phase 2**





**Mixed-Use  
Retail**

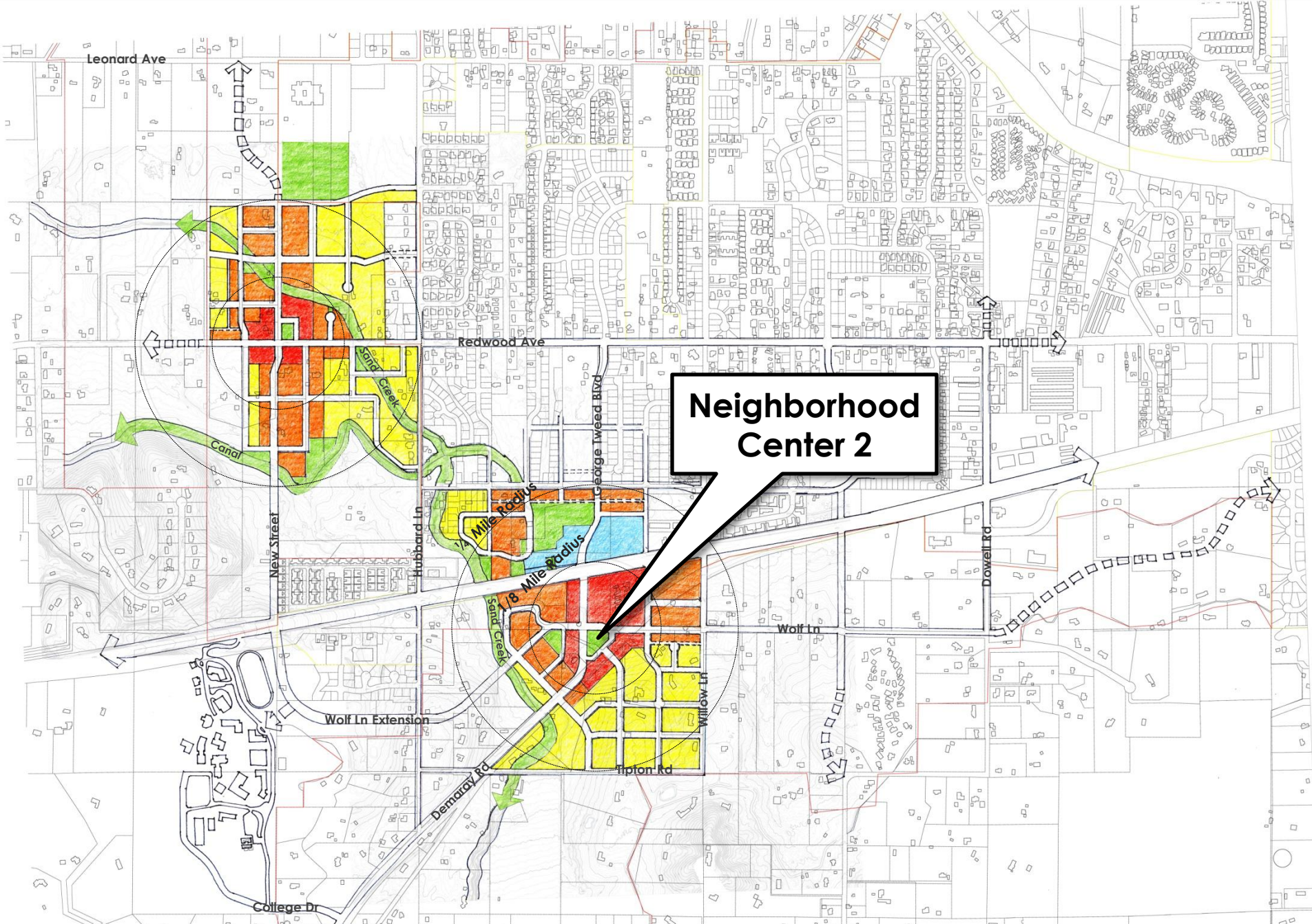
**Redwood Ave  
Improvements**

**Redwood Ave**

**New Street**

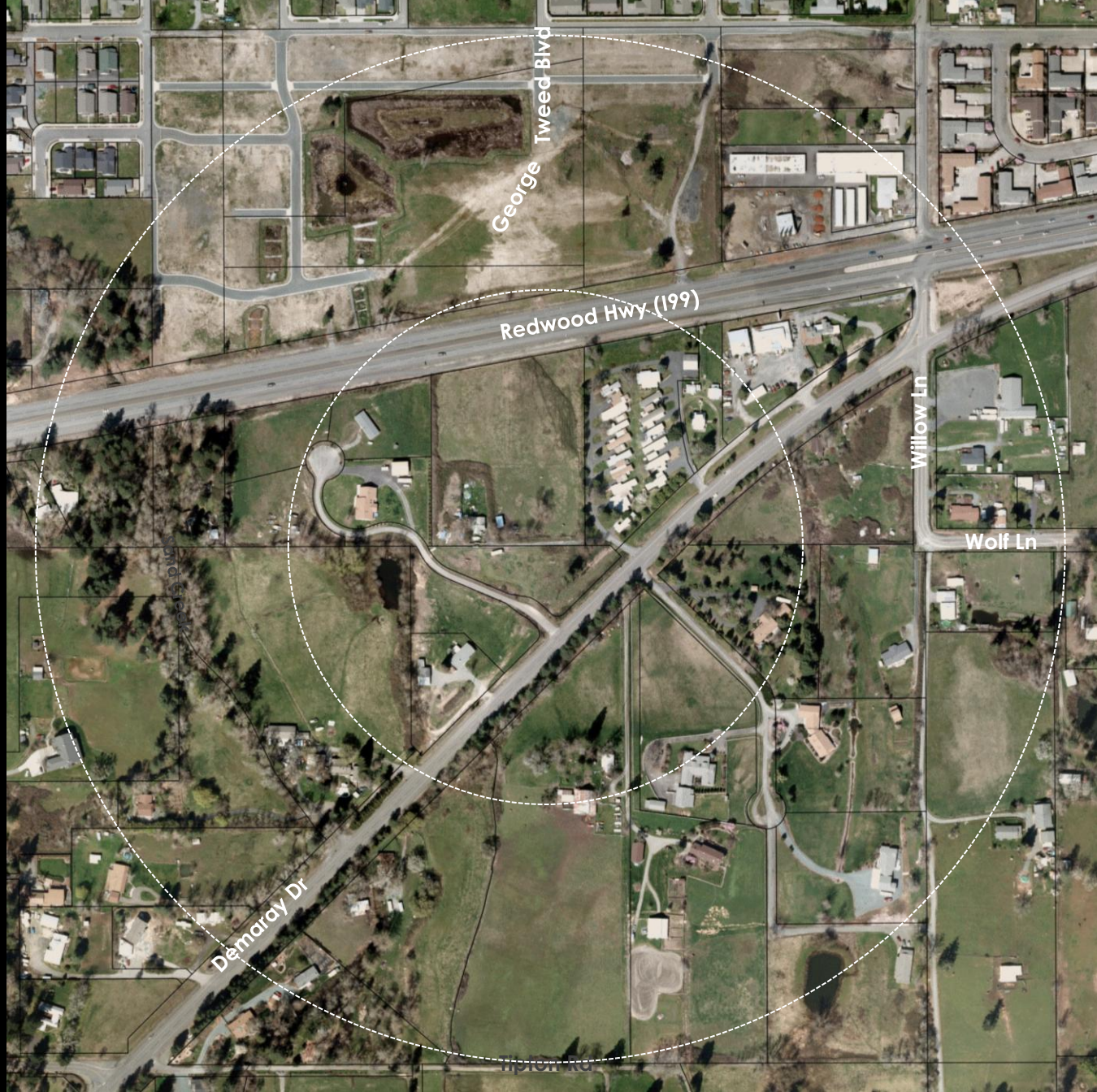
**Phase 2**





**Draft Land Use Framework**





**Neighborhood Center 2- Existing**

# Neighborhood Center 2 Summary

## Current Zoning

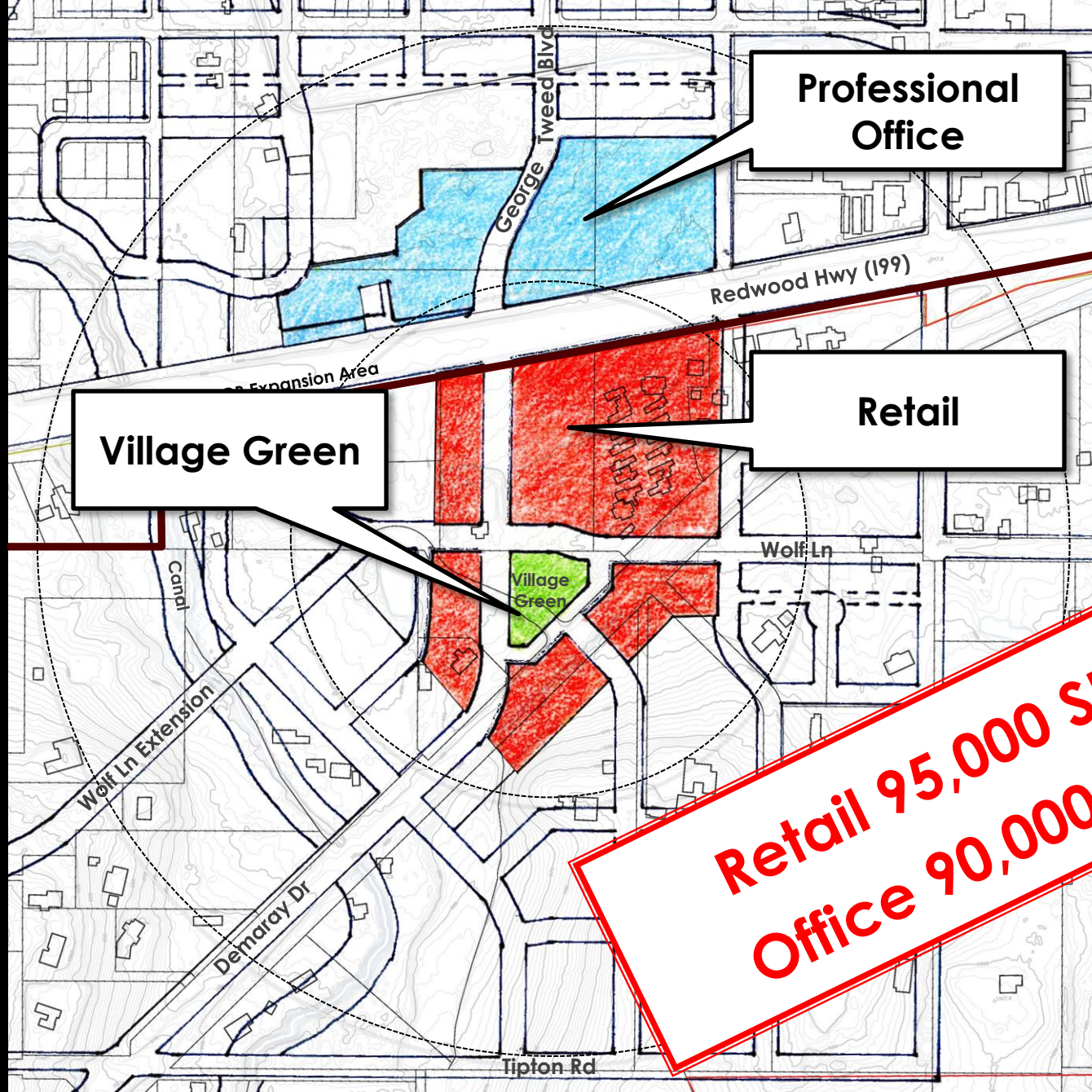
Single Family (5/2.5 Acre Lots)		45 Units
Single Family (3,750 SF Lots)		53 Units
Rural Commercial	40,000 SF	
General Commercial	30,000 SF	
<hr/>		
Total	70,000 SF	98 Units





**Neighborhood Center 2**





**'Full Service' Neighborhood Center**





**Larger = Competitive**

**Anchor Retail- Grocery Store**





**Broad Selection**





Range of Price





**'Full Service' Neighborhood Center Grocery Store**





**'Full Service' Neighborhood Center Grocery Store**





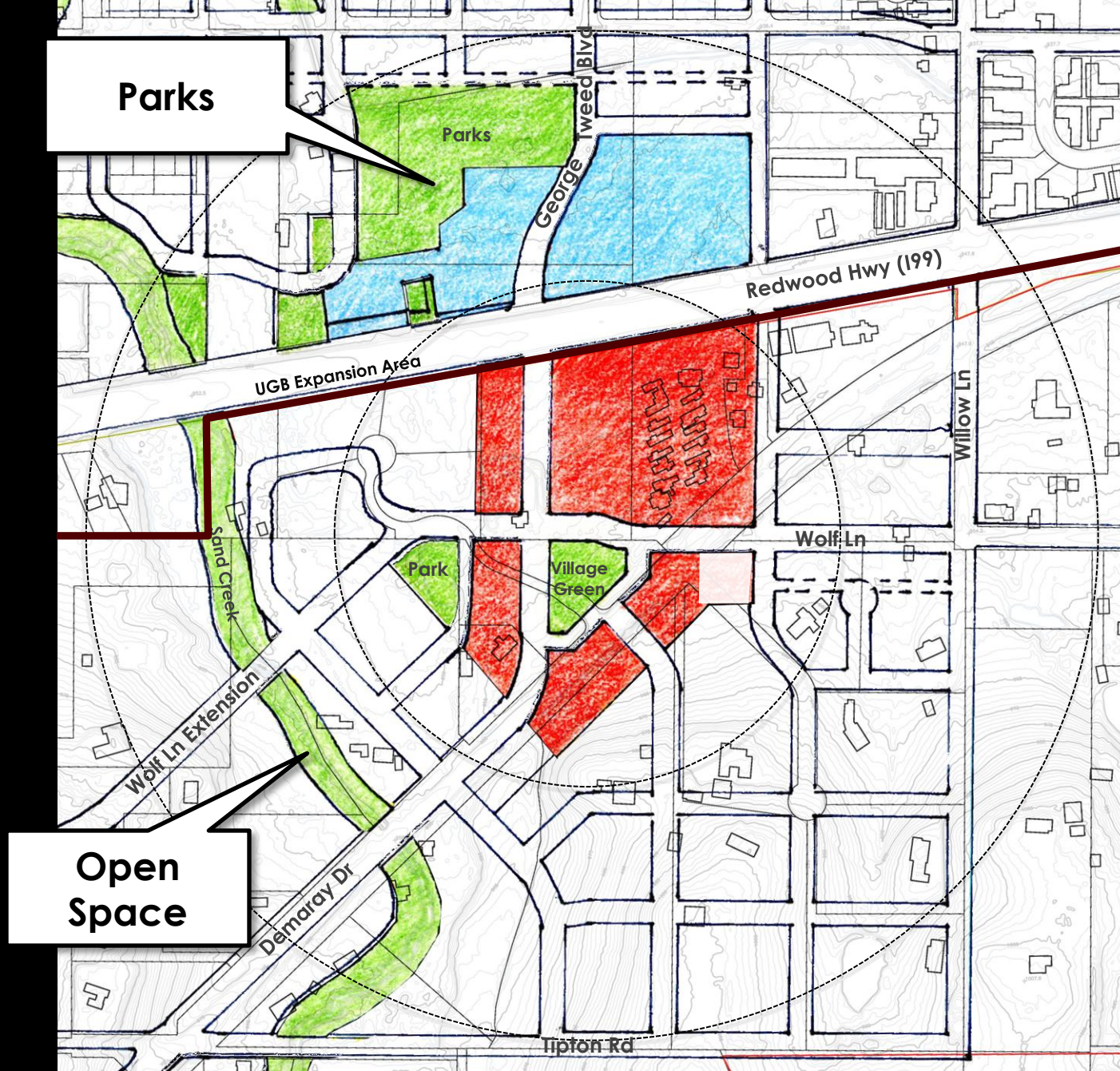
**‘Full Service’ Neighborhood Center Grocery Store**





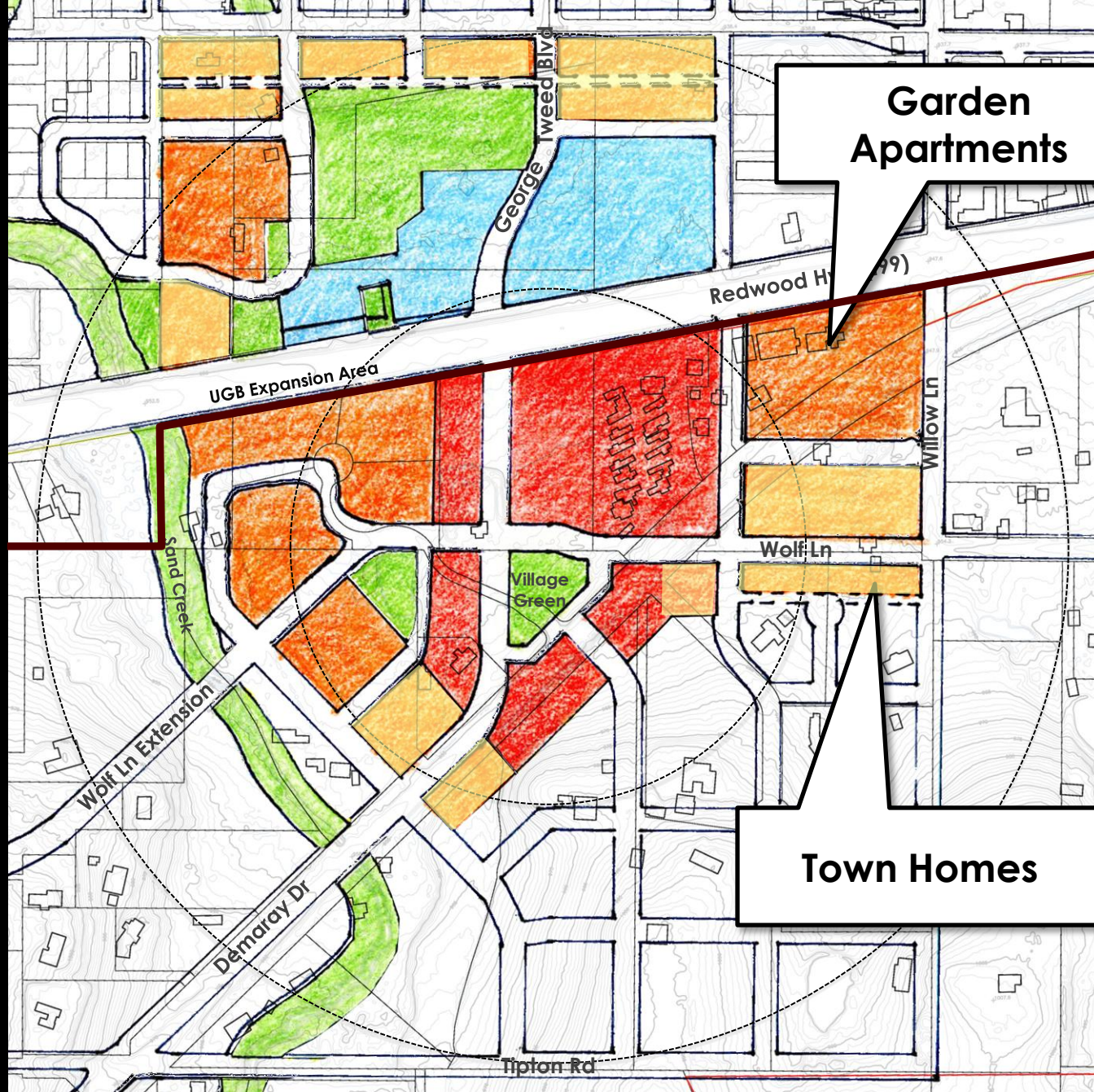
**‘Full Service’ Neighborhood Center**





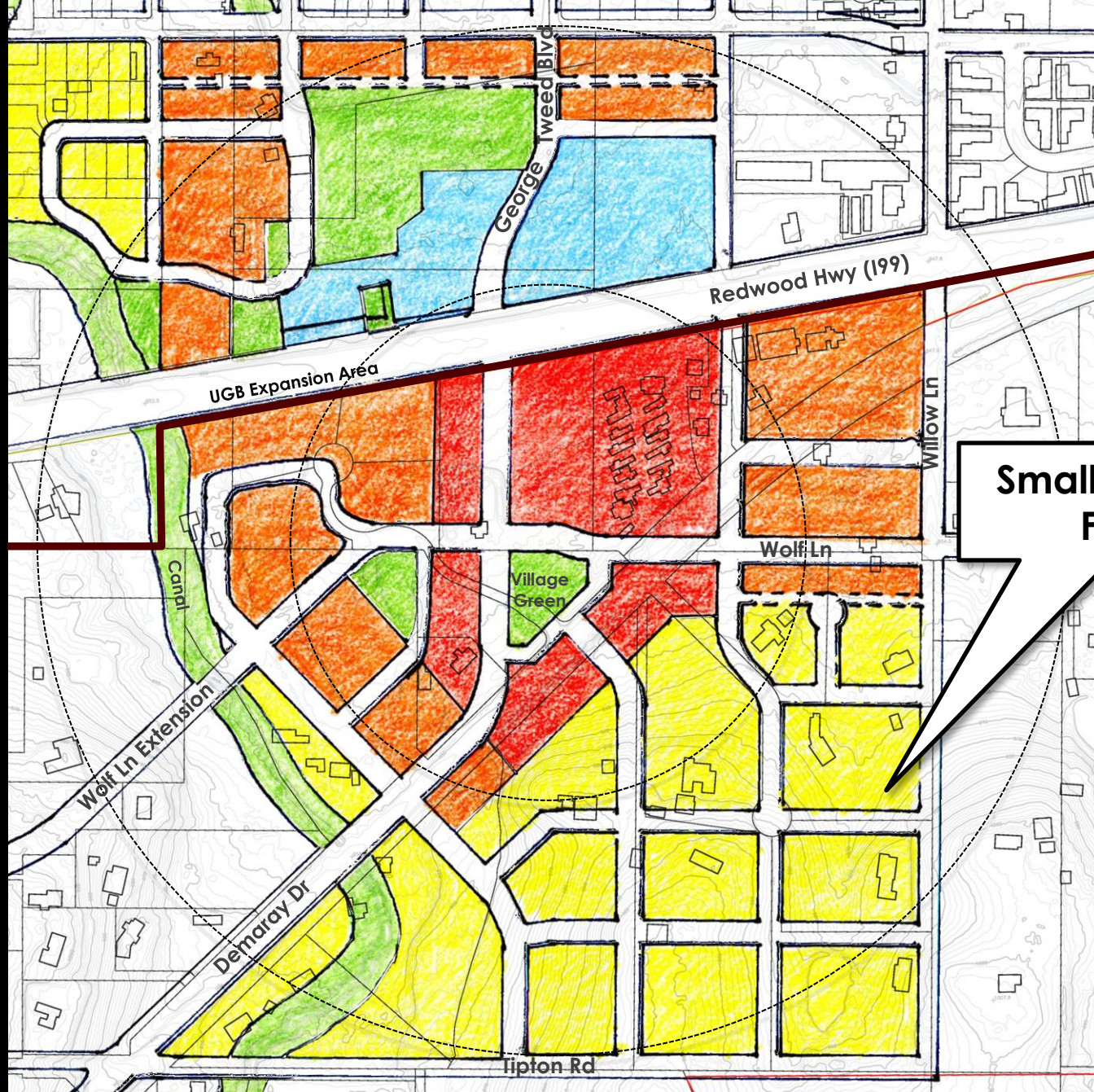
**Neighborhood Center 2—Parks and Open Space**





**Neighborhood Center 2—Housing**





**Neighborhood Center 2—Housing**



# Neighborhood Center 2 Summary

## Proposed Neighborhood Center

Retail	95,000 SF	
Commercial (Office)	90,000 SF	
Housing (Townhomes/Apartments)		625 Units
Housing (Single Family)		225 Units
<hr/>		
Total	185,000 SF	850 Units

# Neighborhood Center 2 Summary

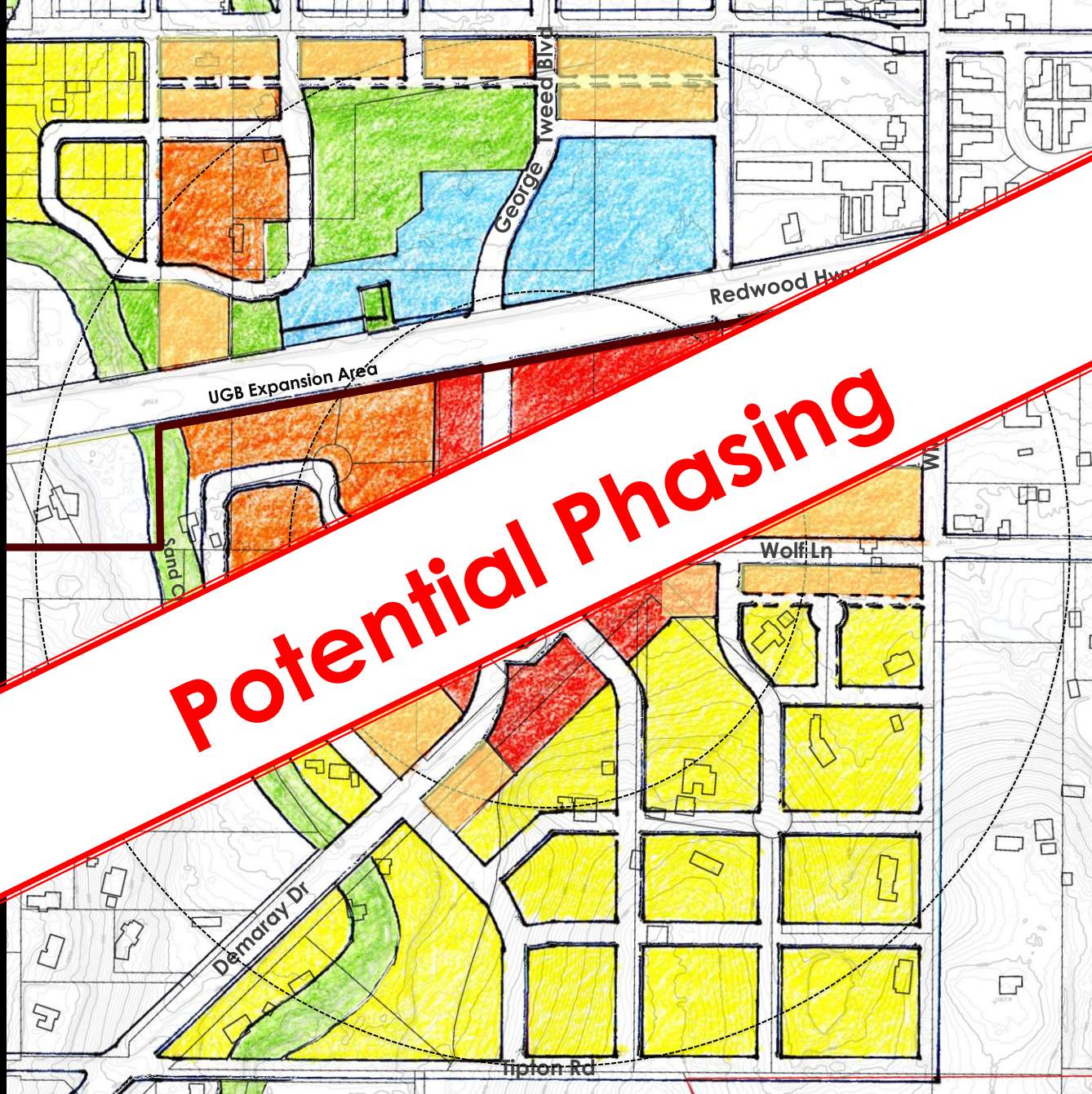
## Proposed Neighborhood Center

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<hr/>		
Total	185,000 SF	850 Units

## Current Zoning

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Single Family (3,750 SF Lots)		53 Units
Rural Commercial	40,000 SF	
General Commercial	30,000 SF	
<hr/>		
Total	70,000 SF	98 Units





**Neighborhood Center 2**





**Intersection  
Improvements**

Redwood Hwy (199)

**Construct Retail**

**Construct  
Streets**

Sand Creek.

Demaray Rd.

Willow Ln

Wolf Ln

**Phase 1**



**Intersection  
Improvements**

Redwood Hwy (199).

Willow Ln

Wolf

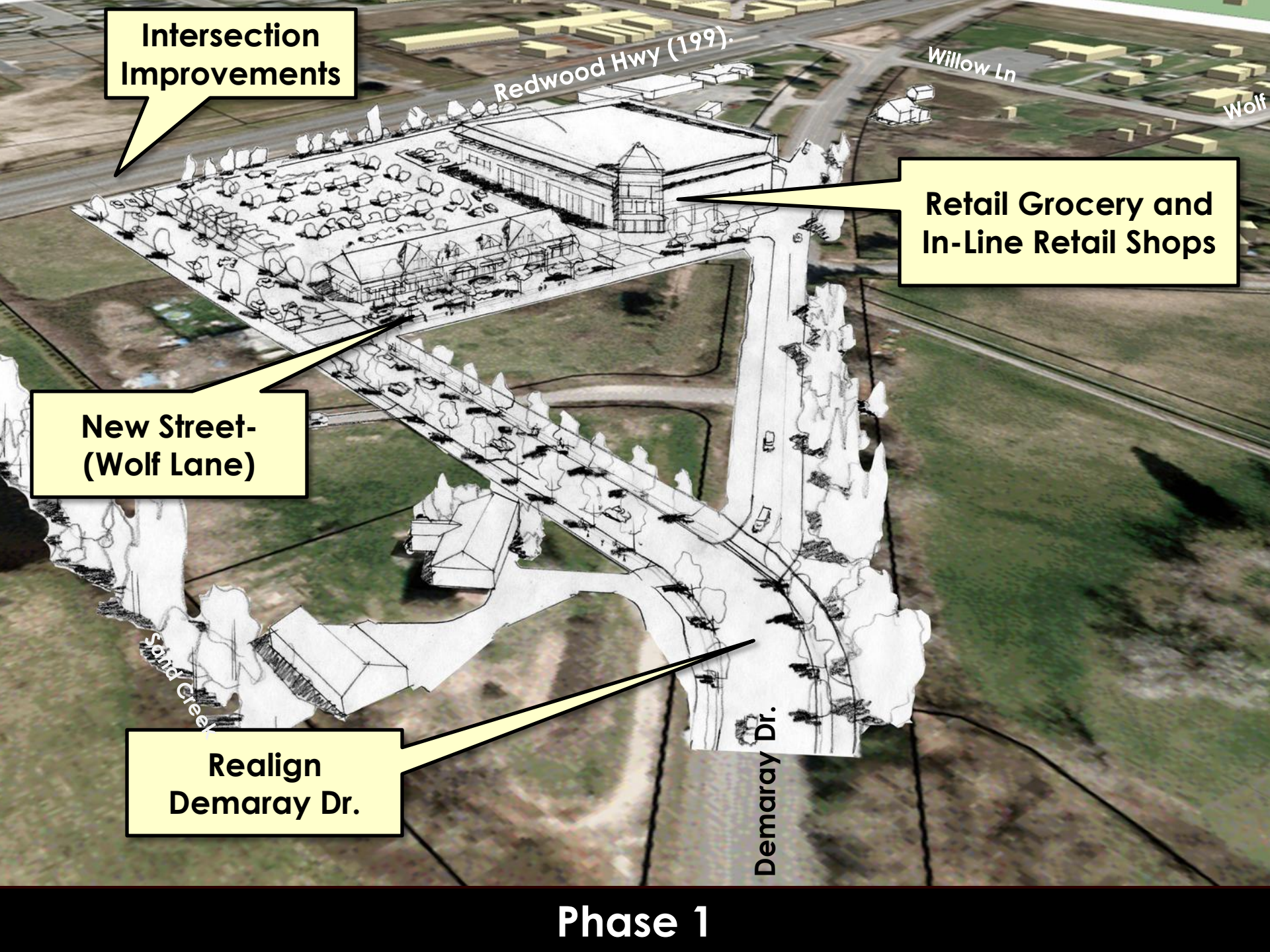
**Retail Grocery and  
In-Line Retail Shops**

**New Street-  
(Wolf Lane)**

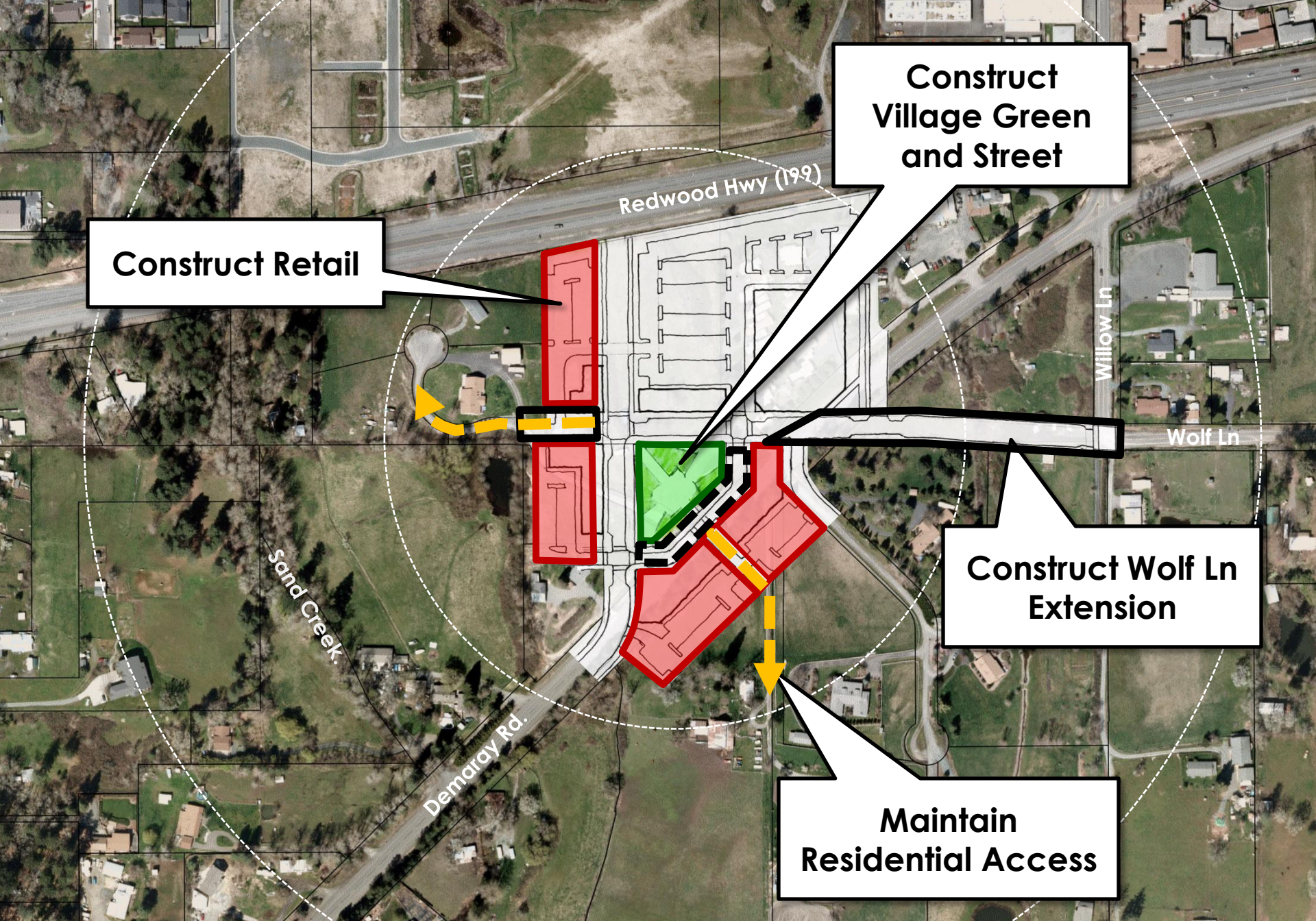
**Realign  
Demaray Dr.**

Demaray Dr.

**Phase 1**







**Construct Retail**

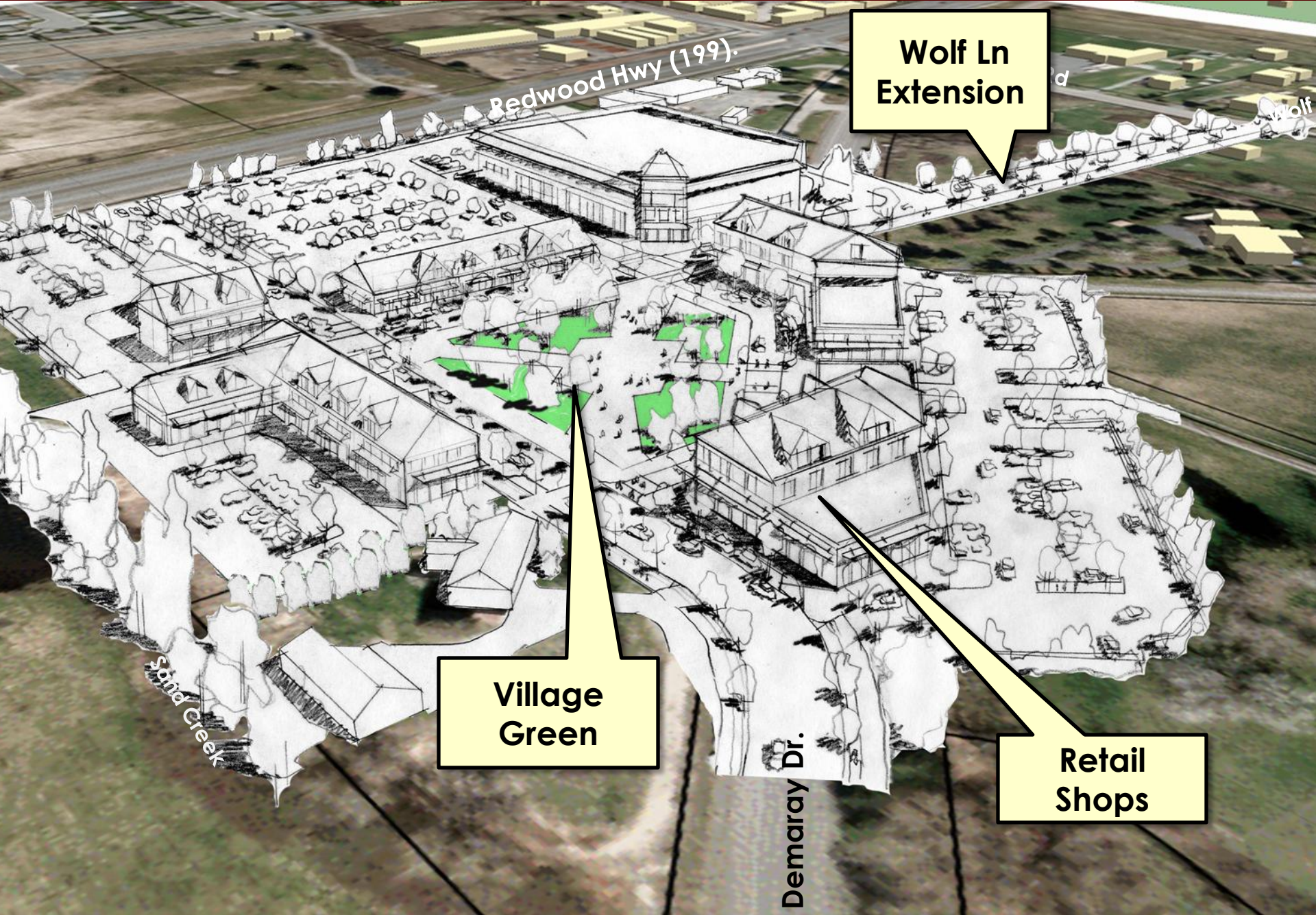
**Construct Village Green and Street**

**Construct Wolf Ln Extension**

**Maintain Residential Access**

**Phase 2**





Redwood Hwy (199)

**Wolf Ln  
Extension**

**Village  
Green**

**Retail  
Shops**

Sand Creek

Demaray Dr.

**Phase 2**

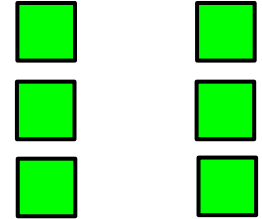
# Project Goals



## Neighborhood Center 1 2

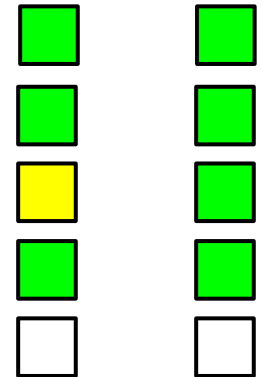
### Circulation

- Improve Access & Safety for Pedestrians & Bicyclists
- Improve Road Network Connections
- Minimize Traffic Impacts on Neighborhoods



### • Land Use

- Do Not Create Competing Retail
- Create Neighbhd. Centers that Appeal to Local Residents
- Provide for a Mix of Uses within Neighborhood Centers
- Provide a Mix of Owner and Rental Housing
- Identify Citywide Locations for Other Nbhd. Centers



### Implementation

- Develop a Cost Effective & Viable Implementation Plan

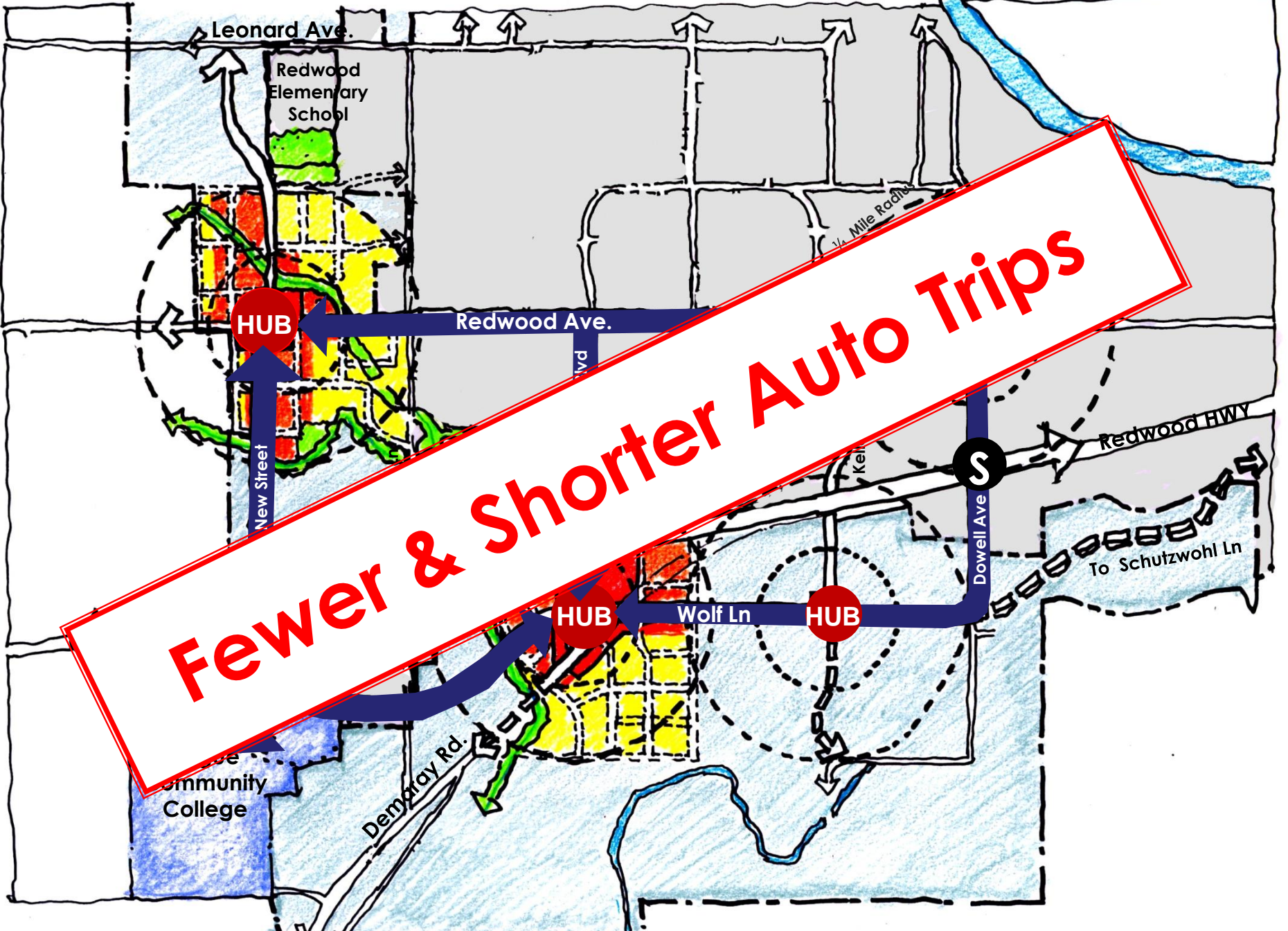


### Other

- Preserve Rural Farmland

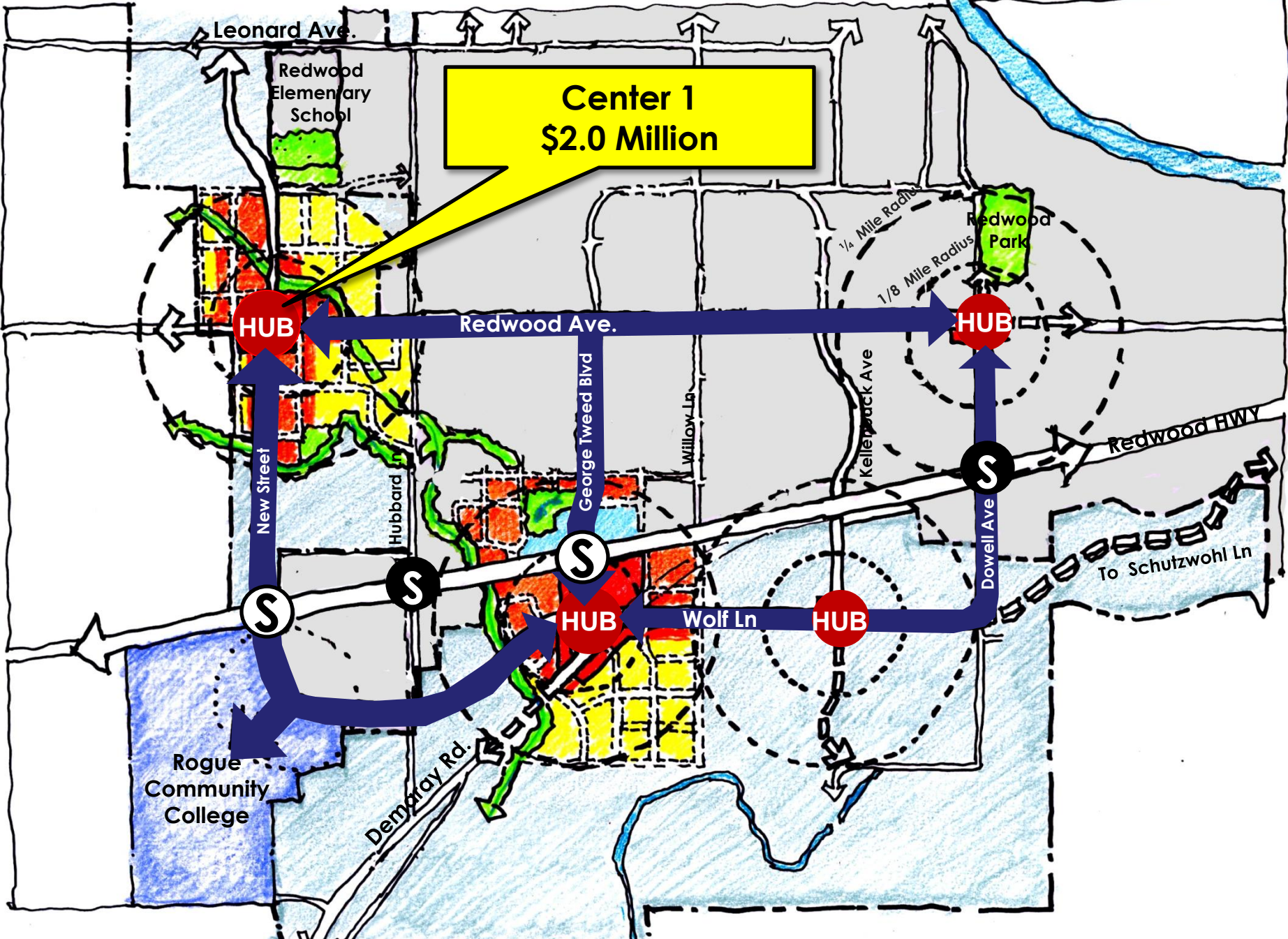






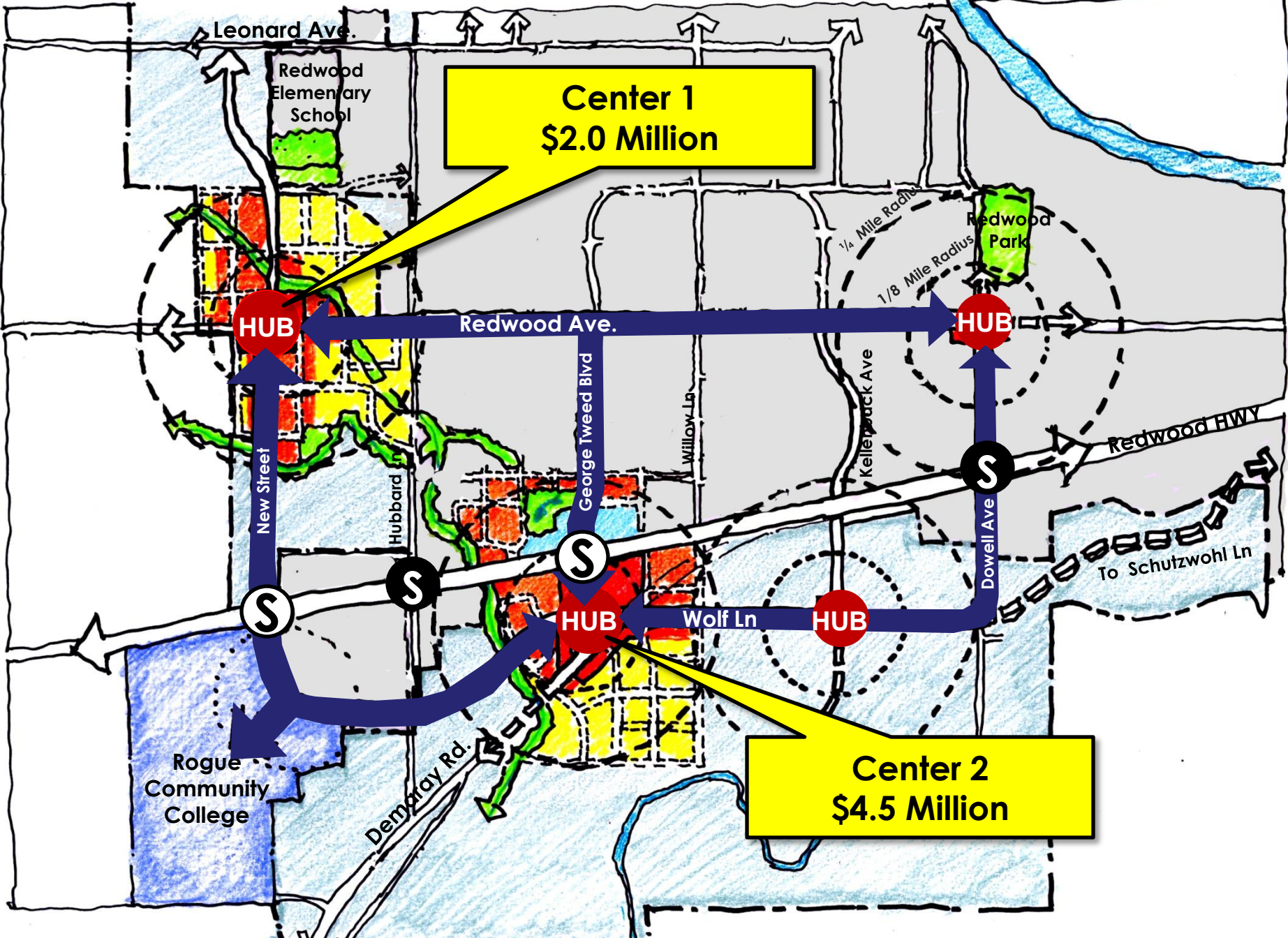
**Centers 1 & 2 - Potential Annual Economic Stimulus**





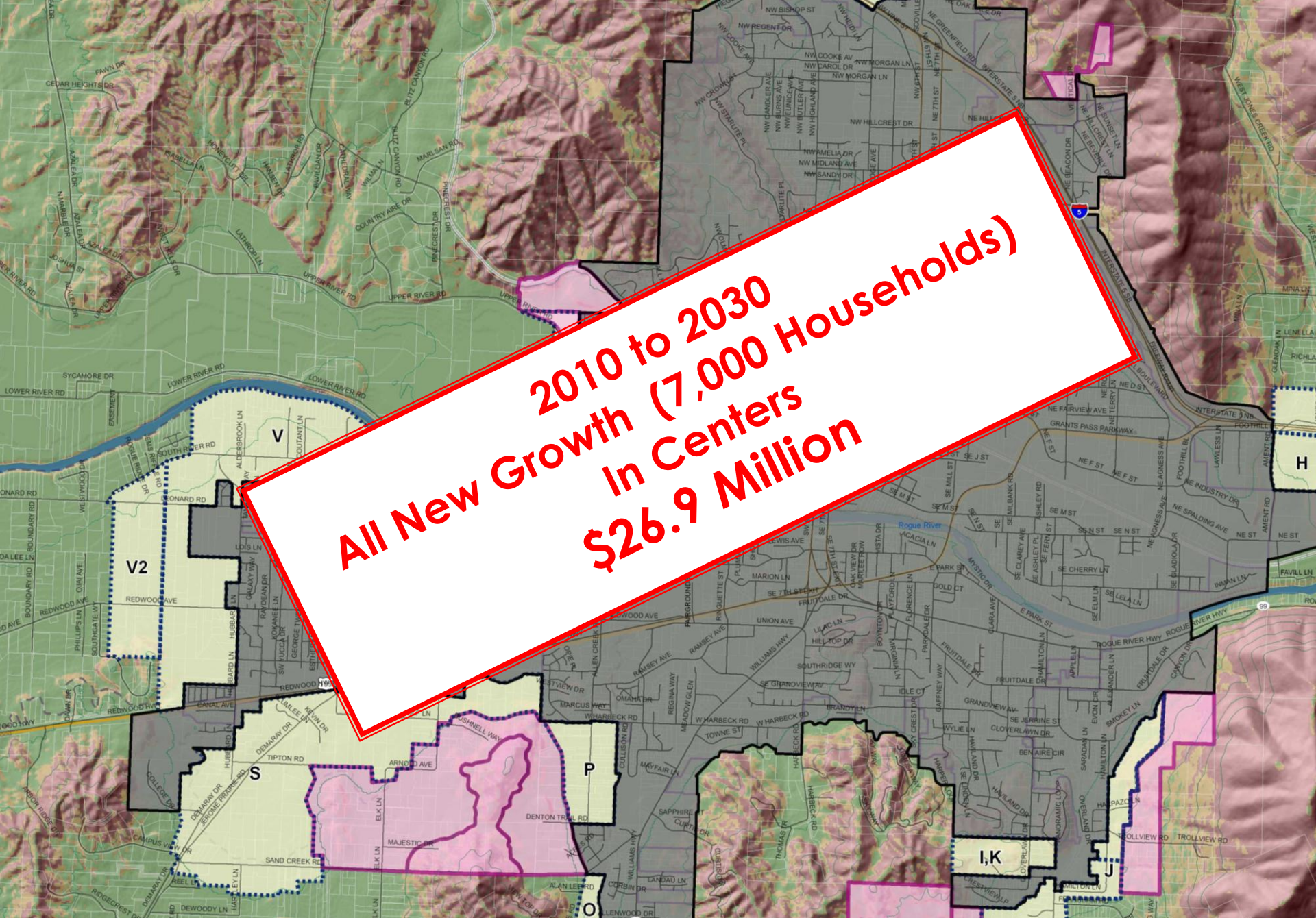
**Centers 1 & 2 - Potential Annual Economic Stimulus**





**Centers 1 & 2 - Potential Annual Economic Stimulus**





**2010 to 2030  
All New Growth (7,000 Households)  
In Centers  
\$26.9 Million**

**Citywide - Potential Annual Economic Stimulus**



# Agenda

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## Part 1 – Presentation

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- 1) Potential Grants Pass Neighborhood Centers

## Part 2 – Workshop

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- 1) Questions
- 2) Table Discussion
- 3) Fill Out Meeting Response Sheet

# Response Sheet

Grants Pass Neighborhood Centers  
Workshop 2—Preferred Alternatives. February 9, 2012.

2

## Neighborhood Centers Complete Streets Loop

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## Neighborhood Center 1 Comments

Draft Land Use Framework \_\_\_\_\_

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## Neighborhood Center 2 Comments

Draft Land Use Framework \_\_\_\_\_

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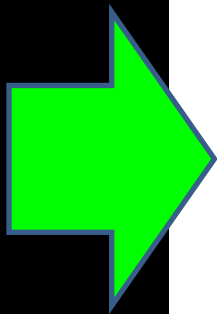
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## Other Comments

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# Response Sheet

Grants Pass Neighborhood Centers  
Workshop 2—Preferred Alternatives. February 9, 2012.

2

## Neighborhood Centers Complete Streets Loop

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## Neighborhood Center 1 Comments

Draft Land Use Framework \_\_\_\_\_

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## Neighborhood Center 2 Comments

Draft Land Use Framework \_\_\_\_\_

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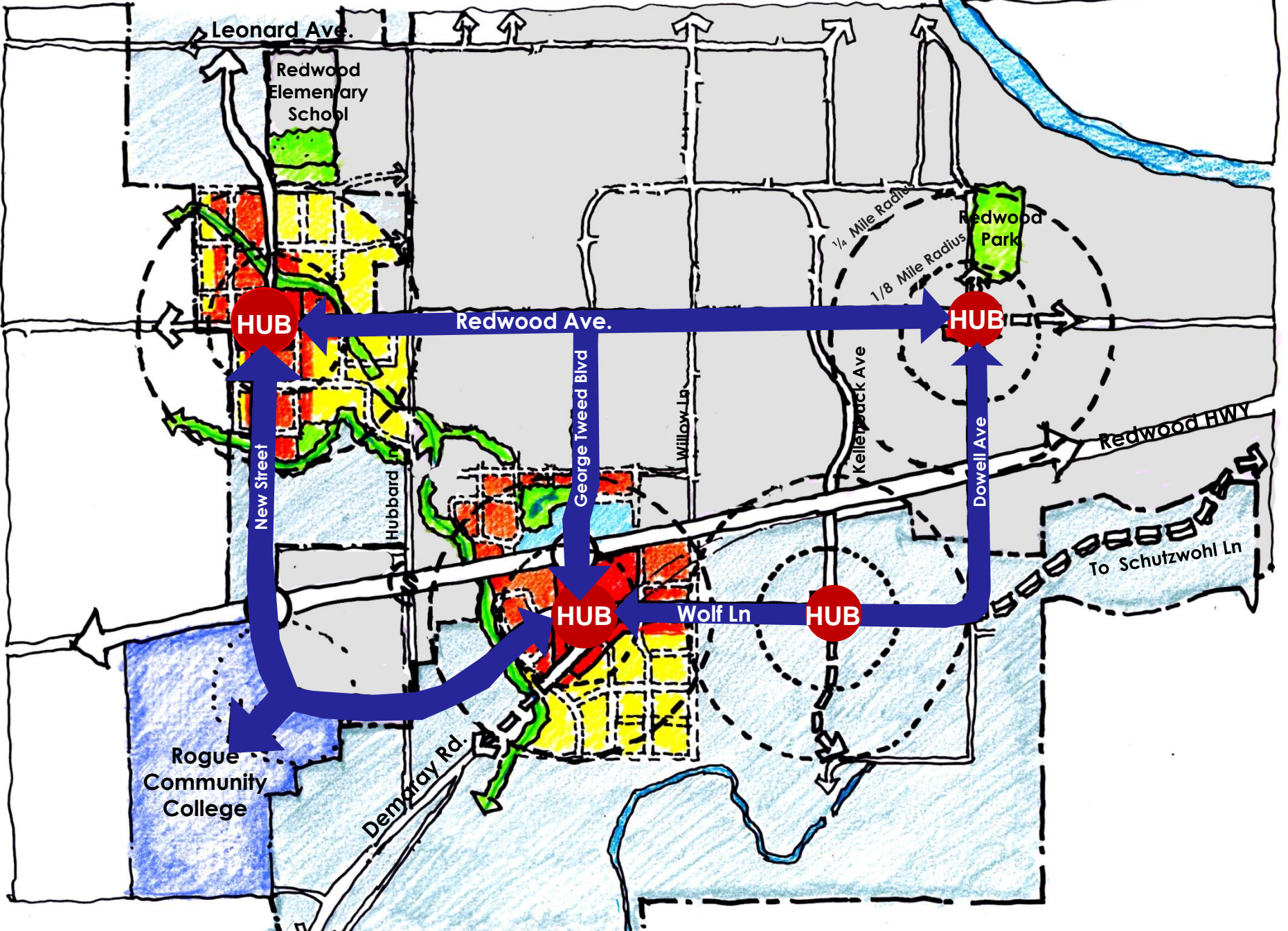
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## Other Comments

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**Neighborhood Center Complete Street Loop**



# Response Sheet

Grants Pass Neighborhood Centers  
Workshop 2—Preferred Alternatives. February 9, 2012.

2

## Neighborhood Centers Complete Streets Loop

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## Neighborhood Center 1 Comments

Draft Land Use Framework

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## Neighborhood Center 2 Comments

Draft Land Use Framework

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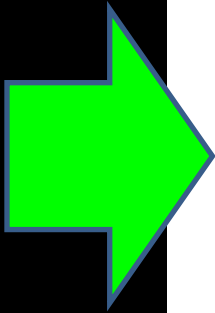
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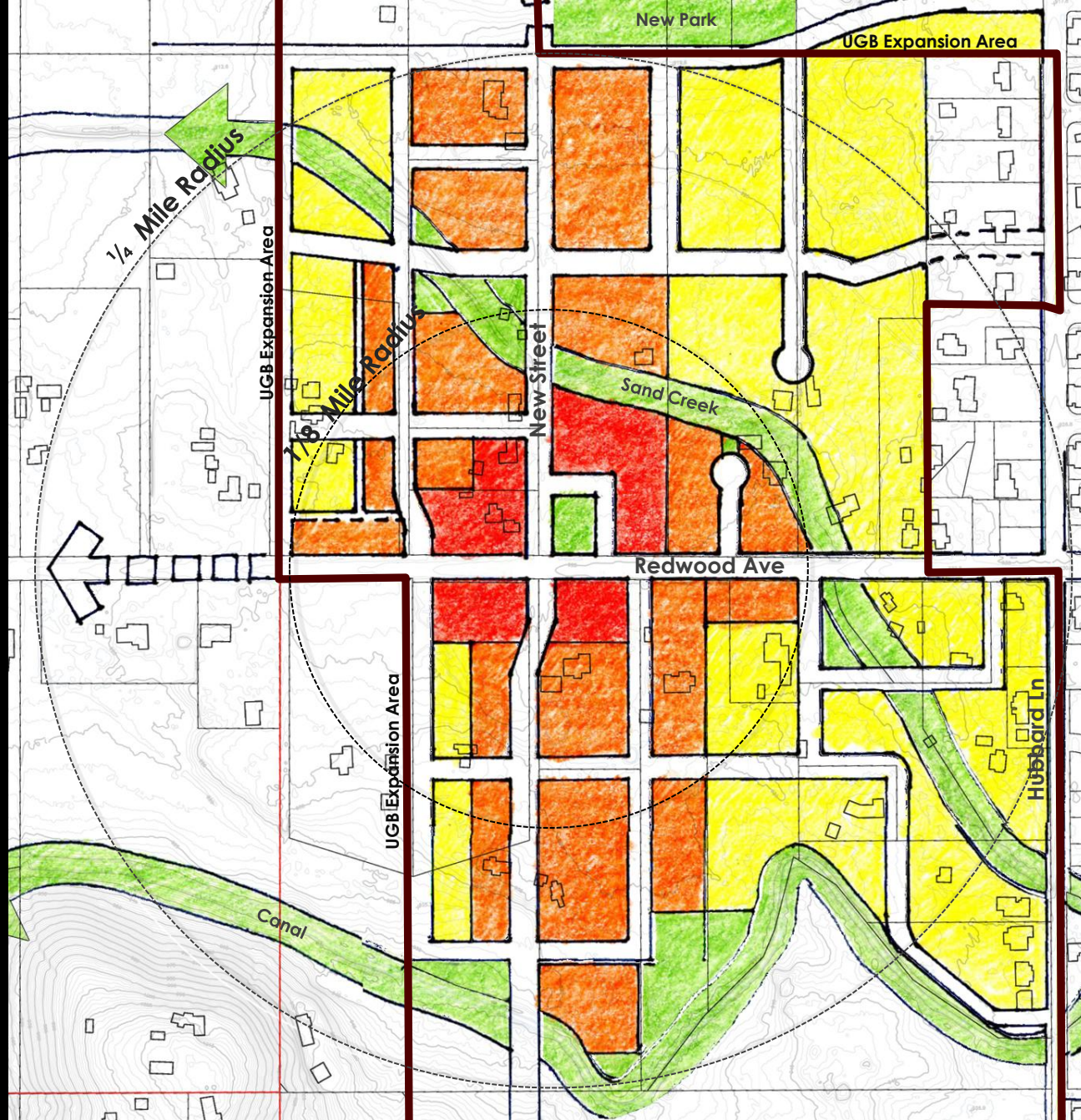
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## Other Comments

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**Neighborhood Center 1 – Draft Land Use Framework**



# Response Sheet

Grants Pass Neighborhood Centers  
Workshop 2—Preferred Alternatives. February 9, 2012.

2

## Neighborhood Centers Complete Streets Loop

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## Neighborhood Center 1 Comments

Draft Land Use Framework \_\_\_\_\_

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## Neighborhood Center 2 Comments

Draft Land Use Framework \_\_\_\_\_

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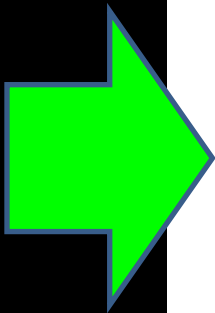
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## Other Comments

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**Neighborhood Center 2 – Draft Land Use Framework**



# Response Sheet

Grants Pass Neighborhood Centers  
Workshop 2—Preferred Alternatives. February 9, 2012.

2

## Neighborhood Centers Complete Streets Loop

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## Neighborhood Center 1 Comments

Draft Land Use Framework \_\_\_\_\_

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## Neighborhood Center 2 Comments

Draft Land Use Framework \_\_\_\_\_

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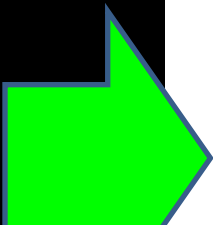
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## Other Comments

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# Process & Schedule





# Process & Schedule



# Neighborhood Centers

Grants Pass, Oregon

Public Meeting #2

February 9, 2012



**CRANDALL ARAMBULA**

DKS Associates/Urban Advisors/Vigil Agrimis

Funded by a TGM Grant from the State of Oregon